



Catch Marketing Services
CASE STUDY

**How PlasticPlace used micro campaigns to
increase Google Shopping revenue by 106%**

PlasticPlace

- ▶ A trash bag supplier that provides exceptionally fast delivery and high quality bags.
- ▶ Distribution centers in New Jersey, North Carolina, Texas, and California has allowed quicker delivery.
- ▶ 35 years in business with 5 star customer ratings



Michael Rosenberg
CEO of PlasticPlace

Learn More about PlasticPlace
[PlasticPlace.com](https://www.PlasticPlace.com)

Goals

Finding an effective way to **increase revenue in Google Shopping** through campaign structure.

Obstacles

Optimizing campaign categories with product offerings falling under one main category.

Results

106% increase in revenue from restructuring campaign categories.

PlasticPlace sells trash bags. Lots of trash bags. They try to go unnoticed by their customers by providing a quality product in a timely manner...because at the end of the day they want bags to be the least of a company's worries.

PlasticPlace struggled to increase revenue and profit from Google Shopping Campaigns. Because their products fit into one main category (Trash Bags), **there didn't seem to be a need to create a campaign structure that highlighted the nuances of each product.** This limited exposure (and revenue) of items that could bring in more revenue, and more of the types of customers that PlasticPlace loves.

Catch Marketing Services was brought in and tasked with helping optimize Plastic Place's campaigns. Their current campaigns were broken down by product performance with

top performers be grouped together with increased bid. **On the surface level this seemed like best practice,** though it was identified that these top performers were the only products receiving impressions. Also, PlasticPlace had little control over what products customers saw.

New campaigns were created, **categorizing bags by size/intent.** This allowed PlasticPlace to force more exposure for products that could help the company's revenue grow. After instituting these changes, PlasticPlace saw revenue from Google Shopping increase 106% Year-Over-Year. Now that's money in the bag.



Campaigns

Custom Jan 1 – Dec 31, 2020

Compared: Jan 1 – Dec 31, 2019



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