Productsup

How **KELLER**SPORTS increased online sales by 31% and traffic by 22%

+31%
online sales

+22%
online traffic

TTM
from days
to hours

KELLERSPORTS

Case

Keller Sports is a leading online retailer providing advisory-intensive sports & outdoor products to the European market.

The company has maintained its market position by adapting to the demands of the ever-changing and rapidly growing e-commerce industry. Keller Sports knows that, aside from delivering a trusted and superior shop performance and implementing sophisticated bidding and pricing strategies, high quality product data has become a pivotal element in performance marketing success. Not only is competition growing steadily but Google (the company's primary product advertising channel) has very specific requirements that a data feed needs to adhere to in order the products to be considered for listing on search result pages.

Use case:
Google Shopping

Number of products:
130,000

Objectives
- Improve data quality
- More efficient feed optimization and delivery
- Gain independence from IT

"Ongoing feed maintenance will always be necessary, but with the tool it has become a lot easier and quicker. Although efforts shifted from IT to Marketing, the fact is being able to work more independently from IT restrictions was quite a big time saver."

André Patrzek
Former Director Marketing & Sales I Keller Sports

Challenges

However, the complexities involved in managing and optimizing their product data made it very time-consuming.

Product feed optimization

Keller Sports was spending a lot of IT and marketing resources in preparation of their product data feeds. The marketing department would try edit these feeds manually but it would often rely on IT for technical support. But with more than 130,000 products in its inventory and no clear presentation of the data, the assessment of initial data quality and further improvements, made it time-consuming and sometimes impossible to deliver feeds to Google Merchant Center (GMC) or price comparison partners error free.

Such a process was clearly neither optimal nor scalable. Keller Sports needed a dedicated tool that would enable the marketing department to independently and efficiently work with their product data.

Solutions

It wasn't long before Keller Sports discovered Productsup and everything changed.

Efficient, real product feed management

Productsup's centralized and user-friendly platform enabled Keller Sports to finally understand what was going on with their product data, which also helped identify and unlock hidden potential in the data. Marketing no longer needed IT and because the cloud-based software has integrated the knowledge of all the relevant feed specifications, they now prepare perfectly crafted feeds the first time round, eliminating the wait on an error report from the GMC. The platform also enables them to get products live in new marketing channels in a matter of minutes.

"Despite a financial investment, taking into account our efficiency gains we have saved on total resources spend. Our sales performance significantly increased. And going forward, rapid expansion into new countries, especially setup & go-live with new partners would not be possible without such a tool."

André Patrzek
Former Director Marketing & Sales I Keller Sports

# Results

Since Keller Sports began using the Productsup Platform, the company has seen clear rewards, including a **31% increase in sales, a 22% increase in traffic,** and a **reduction in GMC rejection rate** from two digits to just one percent.

Not only did they boost feed-based marketing performance, but they also **maximized efficiency.**

They recorded a **faster time to market–from days to just a few hours,** including feedback loops with partners.

On top of that, their **team estimated a 15% increase in efficiency** in the way they manage product data.
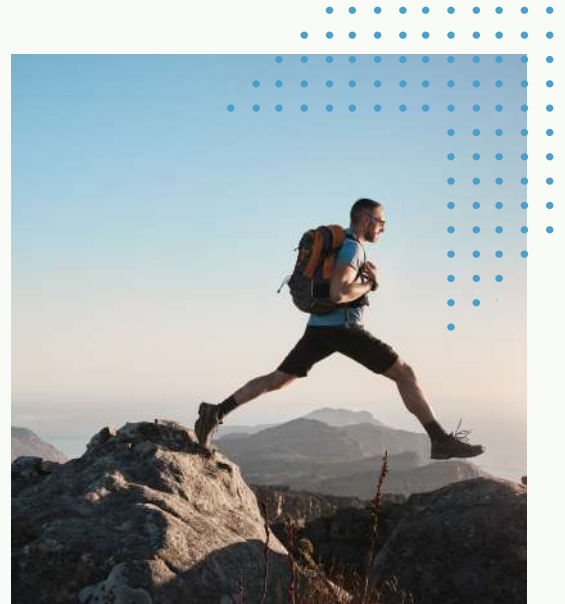
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Simpler, better, faster feed management

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