

# FROM ASSUMED PERFORMANCE TO MEASURED CONTROL

How Yield-Based Intelligence Revealed  
Hidden Google Shopping Opportunity

## Executive Summary

Google Shopping performance is often evaluated using impressions, clicks, and ROAS. While these metrics show activity, they rarely explain **whether ads appeared when opportunity existed**.

GrowByData applied a yield-based measurement framework to assess how consistently Shopping Ads appeared for eligible search demand. By comparing a September baseline with December daily & weekly performance, the analysis revealed that gains were driven by **improved execution control**, not seasonality alone.

The result was a clear shift from reactive reporting to measurable, repeatable performance management.

## The Challenge

Despite active campaigns and stable budgets, performance remained uneven:

- Certain markets consistently underperformed
- Results fluctuated sharply day to day
- Issues were identified after performance declined

Traditional metrics failed to show where eligible Shopping demand was being missed, limiting the team's ability to take corrective action.

## The Insight

GrowByData introduced Google Shopping Ad Yield as a management metric.

### **Shopping Ad Yield measures:**

The percentage of eligible Shopping search opportunities where Shopping Ads actually appeared.

This shifted analysis from outcomes to execution, revealing gaps impressions and clicks cannot show

# What the Data Revealed

## September (Baseline)

Shopping Ad Yield frequently fell into the **single-digit to low-teen range**, with high variability across markets and days—indicating inconsistent opportunity capture.

## December (Daily)

**~79.5%**

Daily yield stabilized, with fewer low-coverage days and faster identification of execution gaps.

## December (Weekly)

**~72%**

Average Weekly yield, while clearly separating strong markets (85–95% yield) from structurally underperforming ones.

# Why This Was Not Just Seasonality

Seasonality increases search volume. It does not improve coverage discipline.

What changed was:

- How often Shopping Ads appeared when eligible
- How quickly coverage gaps were detected
- How clearly market accountability was established

These signals reflect execution maturity, not demand alone.

## Impact

With Shopping Ad Yield as a management metric, the organization gained:

- Clear visibility into missed Shopping opportunity
- A shared framework for market prioritization
- Confidence that improvements were structural

Google Shopping shifted from a reactive channel to a measurable, manageable system.

# WHY GROWBYDATA?

- Measures eligible opportunity directly
- Links daily execution with weekly strategy
- Preserves market-level precision at scale
- Enables credible before-and-after analysis

# Key Takeaway

Impressions show where ads appeared.

***Yield shows where opportunity was missed.***

GrowByData enables a shift from assumed performance to measured control.

