THE POWER OF SEARCH INTELLIGENCE

eCommerce Case Studies

GrowByData

Optimize Ads, Grow Revenue Fast

Auto Parts Retailer Achieved **20%** Growth

CASE STUDY **I**

Auto Parts & Accessories Retailer

Increases Revenue by 20%
with Holistic Insights

Overview

A leading automotive parts and accessories retailer, with thousands of stores across the United States, Mexico, Brazil, and Puerto Rico used GrowByData's advanced Search Monitoring technology and professional services to gain deep visibility into their competitive landscape and true ad rankings across both organic & paid listings in multiple US geolocations.

The Challenge

The account team at this leading auto parts and accessories retailer faced challenges in identifying solutions or tools capable of delivering comprehensive SERP data, actionable insights, and expert services to enhance visibility, drive performance, and maximize ROI. While 74% of their traffic originated from search, the team also aimed to improve the performance of their local stores across the United States.

$55,000
Ad Budget to Reallocate

20%
Increase in Revenue

The Solution

The account team of this leading retailer giant received Holistic Search Explorer Dashboard, which provided visibility into both paid and organic true ad ranking, as well as insights into the competitive landscape across the regions.

They identified budget-saving opportunities on many branded keywords where the retailer already had a strong organic. Additionally, the team strategically reduced ad spend on well-performing branded keywords and reinvested in underperforming non-branded terms.

This data-driven budget reallocation enabled the team to shift $55,000 from branded to non-branded keywords, increasing ad campaign ROI by 20%. The initiative was first implemented in select local markets across the United States, with plans to expand the strategy to all geolocations to further enhance performance and maximize ROI.

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Lower Costs, Higher Conversions with Smart Pricing

Google Marketer Achieved **16%** Lower CPC, **30%** Growth

CASE STUDY **II**

How Competitively Priced Products on Google Product Ads Drove a 16% Lower CPC and a 30% Boost in Conversion Rate

Despite significant ad spend, many Google marketers fall short on conversions. What's holding them back?

COMPETITIVE PRICING IS THE SOLUTION

★ Price" is a key factor in winning the coveted Amazon Buy Box. We discovered that it also has a significant impact on Google Product Ad performance.

★ We monitored price data for three Google advertisers over a three month period.

★ We analyzed how fluctuations in price competitiveness at the SKU level impacted performance metrics.

125 M IMPRESSIONS

$430 K ADS

$2.5 M REVENUE
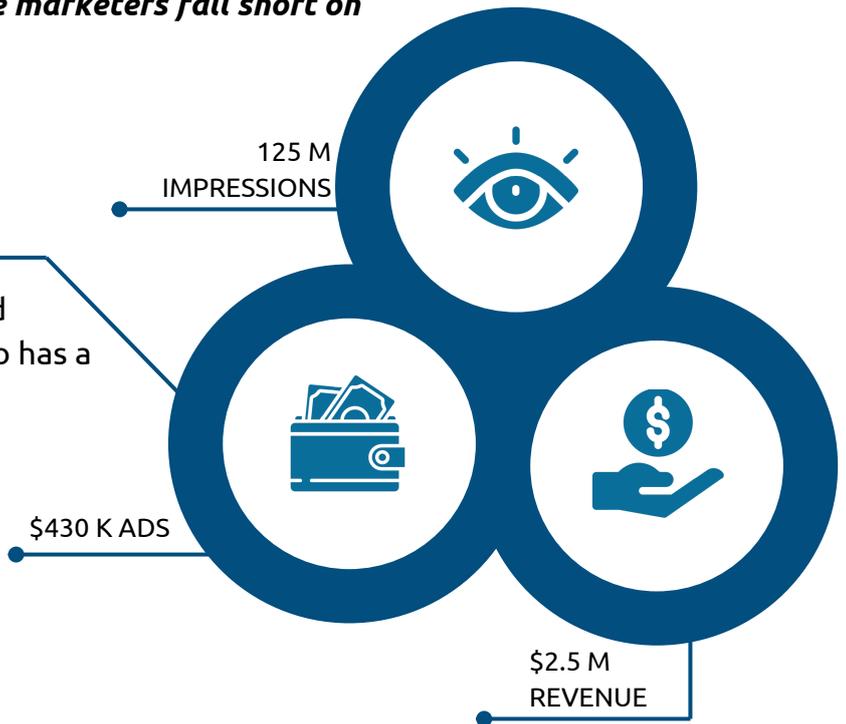
Being "cheapest" on a SKU yielded

RESULTS

LOWER CPC **16%**

30% HIGHER CONVERSIONS

KEY TAKEAWAYS

★ Google Marketers can take advantage of lower cost per click (CPC) to increase bids on "cheapest" products and maximize Return on Ads.

★ Pricing analysts can leverage this competitive data to optimally reduce prices on higher- priced products and increase sales.

★ Our research indicates that strategic price reductions can lead to both increased sales and improved profitability

WHY GROWBYDATA?

★ We help agency partners turn competitive insights into improved campaign performance. Our data enables agencies to integrate with their internal systems and generate reports for campaign managers and clients.

★ By combining this data with our Feeds product, we automatically create custom labels in merchant product feeds based on competitiveness, aligning them with timely campaign strategies.

★ We also provide price reduction recommendations and simplify the adjustment process through custom rules and e-commerce cart integrations, making price changes fast and efficient.

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Elevate Visibility with **Digital Insights**

Furniture Brand Gained

28% CTR Boost

CASE
STUDY III

Driving Digital Success: How **GrowByData** Boosted Visibility and Engagement for a Leading **Furniture Brand**

A leading furniture brand aimed to elevate its digital strategy by leveraging advanced analytics to better understand its market position, increase share of voice (SOV), and optimize content across key platforms. By integrating paid media, SEO, and consumer sentiment analysis, the brand partnered with GrowByData (GBD) to uncover actionable insights and drive data-informed strategic decisions.

CHALLENGES

COMPETITIVE VISIBILITY
The brand faced intense competition from rivals, particularly during high-traffic periods like Black Friday.

ORGANIC PERFORMANCE LAG
While paid campaigns performed well, organic visibility was inconsistent across key markets such as Phoenix and Los Angeles.

FRAGMENTED INSIGHTS
Lack of a unified approach to analyze SEO, paid media, and consumer sentiment hindered a holistic strategy.

EMERGING TRENDS
Staying relevant in AI-driven search results and visual-first platforms (e.g., TikTok and Instagram Reels) presented an ongoing challenge.

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SOLUTION: GROWBYDATA'S CAPABILITIES

COMPREHENSIVE DATA DASHBOARDS

GBD's agile dashboards provided actionable insights into the brand's competitive landscape. These dashboards seamlessly integrated keyword performance, share of voice (SOV), and geographic-specific data, allowing for granular analysis.

28%
IMPROVEMENT IN SOV

Living room furniture over 30 days highlighted the brand's competitive gains, while pinpointing areas for further optimization.

Identifying negative feedback about furniture durability on Reddit led to targeted outreach by the brand's social team, transforming potential PR challenges into brand advocacy opportunities.

REDDIT SENTIMENT ANALYSIS

GBD introduced Reddit sentiment analysis to assess consumer perceptions. By categorizing discussions as positive, neutral, or negative, the tool revealed opportunities to address complaints and amplify positive sentiment.

AI-DRIVEN KEYWORD & CONTENT INSIGHTS

GBD helped the brand capitalize on emerging AI Overviews (AIO) by identifying high-value keywords, such as "Who makes the highest quality living room furniture?" This approach aligned content with both consumer search intent and AI prioritization.

The brand's PLP pages, optimized with copy blocks, appeared prominently in AIO results, reinforcing the value of quality-driven content.

GBD's data informed schema updates and inventory alignment, signaling relevance

REGIONAL OPTIMIZATION STRATEGIES

GBD's regional insights highlighted disparities in organic visibility. For instance, despite significant ad spend in Phoenix and Los Angeles, organic listings lagged behind other markets.

CROSS-FUNCTIONAL COLLABORATION

GBD's tools facilitated alignment across the brand's SEO, social, and CRM teams. The dashboards provided a shared framework for identifying trends, refining campaigns, and driving cohesive strategies.

Example: Incorporating reviews data into CRM strategies enabled the brand to target high-propensity customers, enhancing retention and repeat purchases.

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RESULTS

Increased Share of Voice: The brand captured a 28% boost in SOV for key product categories during competitive shopping periods.

Enhanced Organic Visibility: Schema updates and targeted keyword strategies improved rankings, particularly in underperforming regions.

Actionable Sentiment Insights: Reddit analysis empowered the brand to proactively address consumer feedback, bolstering trust.

Content Optimization Success: PLP pages gained traction in AI Overviews, demonstrating the impact of consumer-focused content.

Future-Ready Strategies: By integrating video and short-form content strategies, the brand positioned itself for continued relevance in a visual-first digital landscape.

CLIENT TESTIMONIALS

★★★★★

GrowByData's tools have been transformative for our digital strategy. From Reddit sentiment analysis to AI-driven insights, their platform provides a level of granularity and flexibility that empowers our teams to make data-backed decisions. The collaboration has truly enhanced our competitive edge.

- SEO Manager, Leading Furniture Brand

Conclusion

GrowByData's comprehensive analytics platform enabled the leading furniture brand to navigate a dynamic digital landscape with precision. By addressing challenges across SEO, paid media, and consumer sentiment, GBD delivered actionable insights that drove tangible results. This partnership highlights the importance of integrating advanced analytics into holistic digital strategies, setting the stage for sustained growth in an evolving market.

Optimize Ad Spend with **Brand Tracking**

Apparel Retailer Enhanced **ROAS** with Insights

CASE STUDY **IV**

Apparel Retail Giant Unlocks the Value of Tracking Brand Terms

Overview

An omnichannel department store chain observed a rise in text ad CPCs for their branded terms. Existing monitoring tools, including Google Auction Insights, failed to explain the anomalies driving up CPC and negatively impacting ROAS. Seeking clarity, the agency team turned to GrowByData to investigate the root causes behind the increasing brand term CPCs.

The Solution

GrowByData conducted twice-daily SERP monitoring across four U.S. regions, covering both desktop and mobile devices. The data revealed a group of low SOV competitors bidding on the client's brand terms, driving the increase in CPC. These competitors had an impression share of less than 5%, which was not reflected in Google Auction Reports. The agency account team was able to identify the competition and gain insights into where, when, and on which ad copies these competitors were appearing for the client's brand terms.

Results

These insights enabled the agency team to develop targeted remedial actions. The team was able to effectively optimize ROAS, addressing the CPC increase caused by competitors bidding on the client's brand terms

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Boosting Clicks with Less Spend

Health & Beauty brand Beauty Brand **33%**, Gained **20%** Clicks

CASE STUDY V

Health & Beauty Brand Boosts Clicks by 20% While Reducing Ad Spend by 33%

Overview

A global Health & Beauty brand known for its high-performance, eco-friendly, and cruelty-free makeup and beauty products faced the challenge of staying ahead in a highly competitive market. To maintain a strong presence, the brand needed an aggressive promotional strategy. During key promotional periods, the brand partnered with GrowByData to leverage data, insights, and actionable recommendations to optimize their Google Shopping strategy and stay ahead of the competition.

The Challenge

As the Health & Beauty brand team ramped up promotions, they saw record highs in Ad Spend and CPC with each new campaign. As with any successful digital marketing strategy, the account team sought data to validate the incremental benefits of these budget increases. Unfortunately, the tools they had available couldn't provide the answers they needed.

33%	**20%**	**$52,000**
Reduction in Ad Spend	Increase in Clicks	Estimated Savings to Reallocate

The Solution

By combining GrowByData's marketing intelligence with Professional Services, GrowByData and the Global Health & Beauty brand team conducted a custom analysis that compared Share of Voice (SOV) to incremental CPC during promotional periods. The data showed that increasing CPC beyond 2X resulted in a plateau or even a decline in SOV.

Key Insights:
- 33% Reduction in Ad Spend
- 20% Increase in Clicks
- $52,000 Estimated Savings

The analysis revealed that while increasing CPC beyond 2X didn't yield additional clicks or impressions. By capping their bid strategy at 2X during promotions, the brand could reduce ad spend by 33% and reallocate approximately $52K to more profitable periods.

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Boost Voice and Click Share with SEO

B2B Company Achieved **244%** Voice Growth

CASE STUDY VI

B2B Company Drives **244%** increase in **Google Share of Voice** and **212%** growth in **Click Share**

Overview

In a highly competitive B2B niche, where the client faced tough competition from authoritative players, aggregators, and publishers, they struggled to improve their Google Share of Voice and Click Share. GrowByData's SEO Intelligence solution and professional services helped boost keyword growth by 192%, Share of Voice by 244%, and Click Share by 212%.

The Solution

A B2B company operating in a highly competitive space used our tool to identify opportunity keywords across various stages of the marketing funnel. The tool also highlighted "striking distance" keywords based on the company's current authority and true SERP rank. By strategically prioritizing these keywords and creating targeted content, the company was able to improve Search Term Impressions, Share of Voice, Above-the-Fold SERP Rankings, Click Share, and Lead Conversions across its marketing funnel.

Additionally, with our SERP Competitor Analytics, we helped the client identify key link-building opportunities to further optimize their authority.

1 With GrowByData's SERP Competitor labeling, the client identified aggregators and publishers with strong Share of Voice in their keyword landscape. Acquiring links from these sites helped improve the client's rankings and drive secondary (referring) traffic.

2 Identified top and emerging competitors in the SERP. The B2B SEO team also analyzed referring domains and link gaps between competitors to uncover additional link-building platforms and opportunities.

Our data-driven strategy for keywords, content, and link-building helped the B2B company achieve significant improvements in SEO performance.

Keyword Growth

192%
YoY

Share of Impression increase by

244%
YoY

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- Increased search term growth from **1300** to **3800** i.e., **192%** YoY growth.

- Achieved a **244%** increase in impression share through content strategies driven by competitive SERP analytics.

- **212%** increase in click share by optimizing above-the-fold visibility and true SERP rankings.

- **255%** YoY increase in organic sessions.

- **211%** YoY increase in organic users.

- **194%** growth in backlink referring domains and a **136%** growth in referring traffic.

- **133%** increment in organic Leads across the marketing funnel

Share of Clicks increase by
212%
YoY

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TURN INSIGHTS INTO ACTION

We've helped others win—now let's help your team do the same, with smarter search insights and sharper market data.

BOOK A STRATEGY SESSION NOW

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