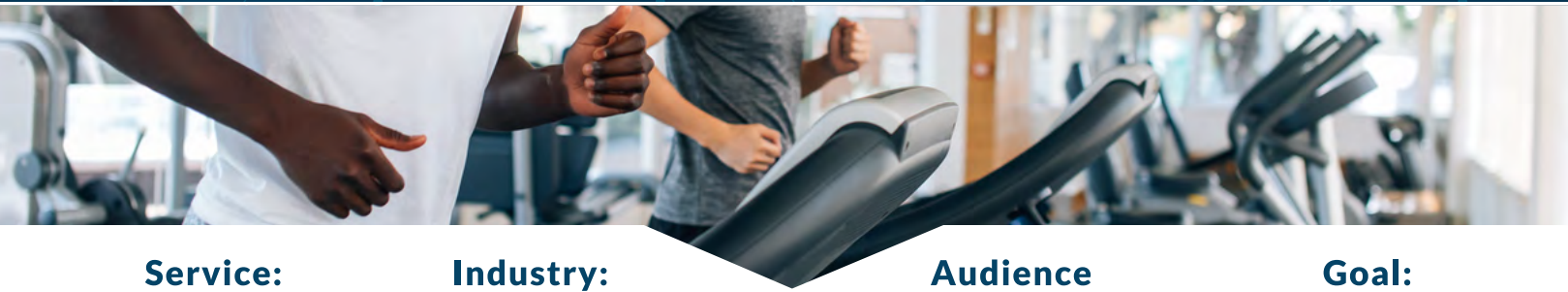


Treadmill Doctor **Grows Revenue 132%** Through Product Feed Optimization



Service:



Feed Optimization

Industry:



Exercise Equipment

Audience



Home Gym Owners

Goal:



Conversions & Revenue

The Situation

Treadmill Doctor sells treadmill and elliptical parts to help people with home gyms minimize downtime when their machine breaks in addition to providing top-class product reviews for shoppers looking to buy new machines instead of parts. The brand began experiencing unprecedented growth in late Q1 2020 with more people using their at-home gyms during nationwide stay-at-home orders.

Opportunity Identified

After testing Smart Shopping campaigns and unlocking even more incremental growth, the ROI team identified that many of the products **Treadmill Doctor** submitted to Google Merchant Center were disapproved for fixable reasons. Several titles and descriptions were also due for optimization.

ROI in Action

Treadmill Doctor was already working with ROI's Paid Search Team, who set up an audit with the Product Feeds Team to explain and resolve the product disapprovals. The new descriptions would appear on Structured Shopping ads based on custom labels for high-, medium-, and low-return performance. The ROI team also worked with the brand to improve the quality of the data.

Results Achieved



+154%
Increase in
Clicks



+132%
Total Revenue
Growth

ROI's Product Feeds Team was able to help **Treadmill Doctor** **increase clicks by more than 150%** and **revenue by more than 130%** by improving approval rate in Google Merchant Center and updating descriptions and custom labels to improve data quality.