



Shop-apotheke.com, the online pharmacy for Germany.

Pioneer and market leader among online pharmacies uses Adobe Media Optimizer to maximize results from Google Shopping.



shop-apotheke.com
Die Online-Apotheke für Deutschland

"We use Adobe Media Optimizer in conjunction with Productsup to achieve continued growth despite lower costs with Google Shopping campaigns."

Patrick Schneider, head of sales, shop-apotheke.com



SOLUTION

Adobe Media Optimizer solution within Adobe Marketing Cloud

RESULTS



SELF SERVICE

Enabled account managers to update product data feeds without support from IT, cutting time to market and costs



OPTIMIZE BUDGET

Reduced average cost per order by nearly one-third



CLICK RATES

Increased clicks for Google Shopping campaign by 30%



GROWTH

Boosted orders by high double digits despite cost-cutting measures

shop-apotheke.com

Established in 2002

Employees: 400

Venlo, Netherlands

www.shop-apotheke.com

CHALLENGES

- Claiming top position within a highly competitive market
- Successfully transitioning from Product Listing Ads to Google Shopping campaigns
- Automating product data feed management and offerings across channels



High-performance shopping experiences

As a pure online player, shop-apotheke.com focuses on over-the-counter drugs for self-medication, health products, nutritional supplements, and cosmetics for health-, fitness-, and beauty-oriented people. With 31% of all over-the-counter drug purchases occurring over the Internet—according to a recent survey by Sempora Consulting—the Europe Apotheek Venlo BV, associated company leads the rankings of online pharmacies in Germany and also saw healthy growth in 2014.

Fast delivery of a range of over 100,000 reasonably priced products, and a nationwide TV campaigns have made shop-apotheke.com one of the best known brands in the industry. “We use the entire range of the online marketing mix, and Google plays an important role for us,” says Patrick Schneider, head of sales at shop-apotheke.com.

The online pharmacy used the change from the previous Product Listing Ads (PLAs) to Google Shopping, to achieve a significant performance increase by combining the product data management solution from Adobe partner Productsup and Adobe Media Optimizer, part of Adobe Marketing Cloud.

Real-time bidding and feed management

The fee-based Google Shopping service has become a crucial source of revenue for many online stores. Unlike classical price-based search engines, the results in Google Product Search do not appear according to price, but according to relevance. Google rates not only positive reviews and click-through rates, but also the relevance of product information, titles, and descriptions or supporting attributes. Online merchants can upload their offers via the Google Merchant Center data feed and can thereby be found both in Google Shopping as well as in organic search.



“Compared to other tools on the market—according to our test—Adobe Media Optimizer returns the best results.”

Dennis Welter, head of performance marketing, shop-apotheke.com

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Media Optimizer solution

For more information

www.adobe.com/solutions/digital-marketing.html

Since 2012, shop-apotheke.com has been using Adobe Media Optimizer for automated bid management. The decision, as to when a bid is worthwhile, is left to sophisticated and self-optimizing algorithms which adapt quickly to changing conditions in Google Shopping.

“But the crux of our success is the combination of a real-time bidding engine with the automated product data feed processing,” says Denis Welter, head of performance marketing at shop-apotheke.com. “Compared to other tools on the market—according to our test—Adobe Media Optimizer returns the best results.” Huge time and cost savings arise, as account managers can update and optimize the product data feeds for the different online marketing channels without the IT department.

Another plus: for each product, Productsup transmits its own ID, which is used in Adobe Media Optimizer as an individual bid unit. At this level, a manual process wouldn't keep up, and the intricate and dynamic ad-group structures implemented at shop-apotheke.com wouldn't be possible.

The online pharmacy leaves the execution of each campaign to Adobe experts. While some of its competitors have recorded significant revenue losses when switching from the PLAs to Google Shopping, shop-apotheke.com can expand its market-leading position, increasing clicks by 30%. The CPO value (cost per order), however, decreased by 27%. While the costs could be reduced by a total of nearly one-third, the orders were up in the high double digits.

“We use Adobe Media Optimizer in conjunction with Productsup to achieve continued growth despite lower costs with Google Shopping campaigns,” says Schneider.

In the future, the company will also use dynamic tag management to enable adding, modifying, and deploying marketing tags in its online store, independent of the IT team. And after conquering the online pharmacy market in Germany and Austria, the company has its sights set on the French market where the successful duo of Productsup and Adobe Media Optimizer will also make its impact.



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