



Adidas optimized advertising ROI with Cart Feed Marketing

Case Study



The company

Founded in 1949 in Herzogenaurach, Bavaria, Adidas is one of the top 100 most valuable brands in the world. A multinational company, Adidas designs and manufactures sports and apparel products. Its ecommerce revenue is a significant part of the company's annual turnover and online marketing is paramount to its success.

The challenge

Although the brand had long since become a household name, Adidas was still leaving significant sales and revenue on the table. To remedy this, the company needed to improve conversion rates, produce optimal ads and decrease customer disapproval. Adidas also needed to optimize cost-per-click (CPC) bids and return on investment (ROI) with a robust solution that would be both automated and easy to use.

The solution

Cart Feed Marketing supercharged Adidas' ability to boost its online presence with automated feed management across advertising, social media and shopping channels. With Cart.com, the brand was able to:



Create additional fields to map products to matching categories on Google and other channels.



Ensure all products have a proper value to help shoppers find exactly what they need.



Create custom labels for specific attributes allowing Adidas to tweak bids on Google Shopping.



Review the cost and revenue of every product across channels.



Remove unprofitable products from shopping feeds with a single click.

The result



Optimization at the regional level with the ability to change multiple shops and channels at once.



Global implementation with pay-per-click (PPC) managers on five continents who are able to optimize data feeds simultaneously.



The brand's most profitable products now appear first in across channels to drive optimal ad ROI.

The screenshot displays the Cart Feed Management interface. At the top left is the 'cart.com' logo. The main section is titled 'Feed Management' and contains a grid of social media channel buttons: Google (G icon), Facebook (f icon), Instagram (Instagram icon), Snapchat (Snapchat icon), Pinterest (p icon), and TikTok (TikTok icon). Below this grid is a blue button labeled 'Add Channel' with a plus sign icon. Underneath is the 'Create Custom Channel' section, which includes a text input field and a blue button labeled 'New Channel' with a plus sign icon. To the right of the management interface is a product card for 'Softbed Sandal'. The card features a photograph of two red leather sandals with wooden soles. Below the image, the product name 'Softbed Sandal' is displayed in bold, followed by the price '\$89.00'. A smaller line of text below the price states 'Available in 4 colors'.



Find out how Cart Feed Marketing can improve your advertising ROI fast.

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