

How Productsup increased the performance of Adobe's Bid Management Algorithm

THE PROBLEM:

Adobe was facing the following challenge: In order to increase the bid management model accuracy for its client Shopapotheker, the company needed to set up a more granular AdWords campaign structure. At the time, bid units were clustered too broadly and products could not be grouped according to their estimated revenue per click. This is because the data feed provided by Shopapotheker was not optimally set up.

THE SOLUTION:

Using the Productsup data management platform, product price information was extracted and added to the clustering of a new AdGroup structure. This was also added to an existing AdGroup structure that at the time consisted only of the product and product form (e.g. AdGroup "Aspirin>Tablets").

These AdGroup structures were categorized further to include low-, medium- and high-priced products. This information proved useful to Adobe too, as they could - with the help of their ACM - create a new PLA structure altogether.

Campaign	
all (3)	
<input type="checkbox"/>	D-G-S_Product Listings Ads > high
<input type="checkbox"/>	D-G-S_Product Listings Ads > medium
<input type="checkbox"/>	D-G-S_Product Listings Ads > low

THE RESULT:

Due to this more granular structure Adobe was able to increase its PLA portfolio model accuracy, with the expected revenue per click for each model now showing at an approximately equal level in the AdGroup's bid units. Adobe's retail revenue model, designed specifically for the retail sector, can now transfer models within an AdGroup to bid units that have not yet got any models. Forecast accuracy of future sales and PLA Bid-Management have been enhanced, and the overall modulation of the PLA portfolios has been enriched.

About Productsup:

Founded in 2010, Productsup is backed by industry experts who have dedicated years of research and development to bring you the most intuitive and intelligent product data management platform. Advanced technology features enable you to easily collect product data from various suppliers, to optimize and structure the data, and to distribute customized feeds to thousands of export and marketing channels - all from one central place. The solution addresses the individual needs of merchants, aggregators and agencies alike.

About Adobe:

Adobe has an unparalleled 30-year history of innovation in creativity and marketing with its flagship products, such as Adobe Photoshop® and Acrobat®. We have made creative work beautiful and accessible online through Adobe Creative Cloud™. Adobe now makes marketing smart and accessible online through the Adobe Marketing Cloud, the most comprehensive and integrated marketing solution in the industry. Only Adobe can bridge the art of creative with the science of marketing.

Get in touch:

Interested in partnering with Productsup too? We'd love to share how you can simplify and maximize your business processes with our data management platform.

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