

Product Ratings on PLA - Case Studies

Boulanger is a leading home appliances, multimedia and electronics retailer based in France.

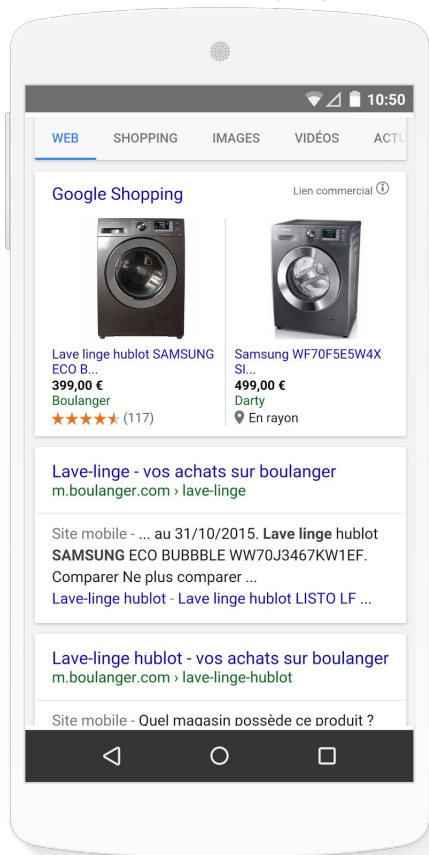
Goals

- Reach customers online with accurate product information and relevant reviews
- Improve online sales through Shopping Ads

Results

- 12.4% CTR Uplift on Desktop and Tablet
- 10.3 % CTR Uplift on Smartphone

"Product reviews provide critical information to make purchase decisions. By helping shoppers easily find this information for products sold at Boulanger, we have made our products stand out which drove increases in click-through-rates, thereby improving quality of traffic from Shopping Ads." *Daniel Broche - Digital Manager*

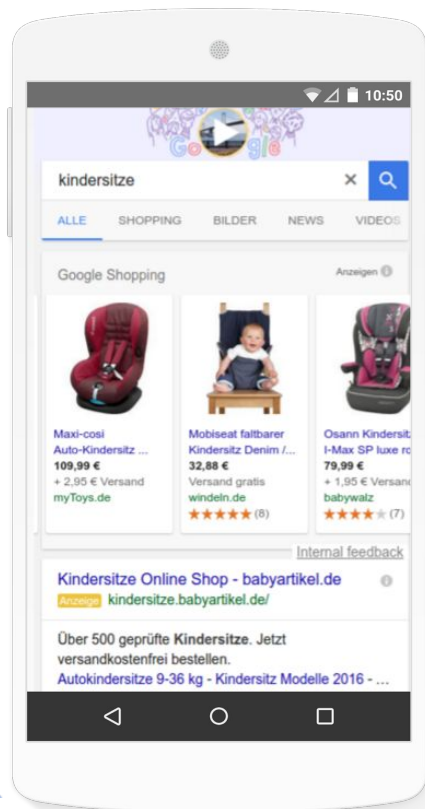


windeln.de is one of the leading pure-play online retailers for baby and children's products with a presence in ten European countries and China.

Product ratings let users know a merchant sells highly-rated, quality products. They show on Product Listing Ads with a 5-star rating system and a count of total reviews.

Introducing Google Product Ratings in Spring 2015 helped us to improve our Google Shopping performance and to get more customers into our online shop.

A clear **CTR uplift of more than 15%** convinced us of the quality of this additional feature. By this we could reduce our average CPC and improve our performance overall.





Ponpare Mall is an online shopping site in Japan offering a wide variety of items such as daily commodities, furniture, and electrical appliances.

Product ratings let users know a merchant sells highly-rated, quality products. They show on Product Listing Ads with a 5-star rating system and a count of total reviews.

Ponpare Mall saw an average **10% CTR** lift on mobile on Product Listing Ads with product ratings.

