

Furbo Dog Camera boosted performance during Black Friday with Smart Shopping campaigns



Furbo Dog Camera [furbo.com](https://www.furbo.com)
Seattle, WA, United States of America

The challenge

Furbo is an interactive dog camera that lets dog owners see, talk, and toss treats to their dogs remotely. It is the #1 best-selling interactive dog camera in 11 countries and the holiday season is the most important time for driving sales. Furbo needed to scale their visibility for prospecting and retargeting to stand out amongst the Black Friday online shopping crowds. They wanted to tap into the holiday shoppers' entire journey seamlessly and efficiently to remain top-of-mind during this critical time.

The approach

Furbo saw the immediate need to expand beyond Google's search platform. In addition to searching for review articles on Google, many shoppers were using YouTube for video product reviews, so it was extremely important for Furbo to be able to gain exposure here. With Smart Shopping campaigns, Furbo was able to reach prospects not only on Search but also on Display, Gmail, and YouTube.

Partnering with WebFX

WebFX, understanding Furbo's business and needs, created a new Smart Shopping campaign and decided not to set a ROAS target in order to allow the Maximize Conversion Value bid strategy to optimize for the most conversion value.

The results

By moving from Standard Shopping to Smart Shopping campaigns, Furbo's revenue increased 348% with a 76% higher return on ad spend (ROAS) and 54% lower cost per acquisition (CPA) YoY*!

“Google’s Smart Shopping campaigns helped scale our holiday sales by increasing our visibility on the most important platforms in our target audience’s search journey. Our Black Friday sales increased by 300% YoY and Furbo Dog Camera was the #1 gift on every dog lover’s holiday wishlist.”

—WenChen Kuo, Furbo's Digital Marketing Manager

+348%	+76%	-54%
Conversion Volume	ROAS	CPA

*The comparison was made between Standard Shopping campaigns during the week of Black Friday/Cyber Monday 2017 versus Smart Shopping campaign during the week of Black Friday/Cyber Monday 2018.

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