

Webinar series

Next Level eCommerce

The most innovative and best eCommerce strategies shared by experts in the market.
Every month



Ruben Runneboom

Taskforce Agency

**Advanced Product
Bucketing**



Next Level eCommerce | Webinar series

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- Hands-on tips
- Ready-to-use frameworks
- Step-by-step scripts

Bob Meijer



Andrew Lolk



Ruben Runneboom



Mike Rodes



Aaron Young



Nils Rooijmans





Ruben Runneboom
Taskforce Agency

- Online Advertiser **since 2007**
- **Worked at 3 Agencies** in the North of the Netherlands (2013-2019)
- **Webshop Founder/Owner** Prohockey.nl (2016-2020)
- **Google Ads Ecommerce Freelancer** since 2019
- Co-owner **Taskforce Agency** since 2023 and counting



channable

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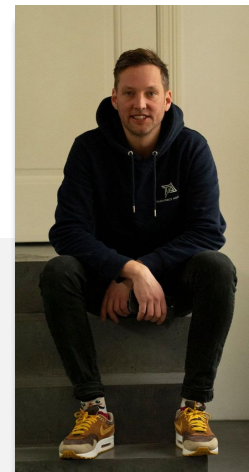
Next Level eCommerce

Advanced product bucketing for Performance Max

Today's Talk Summary

- **Advanced product bucketing (Reactive)**
- **Advanced product bucketing (Proactive)**
- **Actual case in the Fashion Industry**

Timeframe: ~ 20 minutes

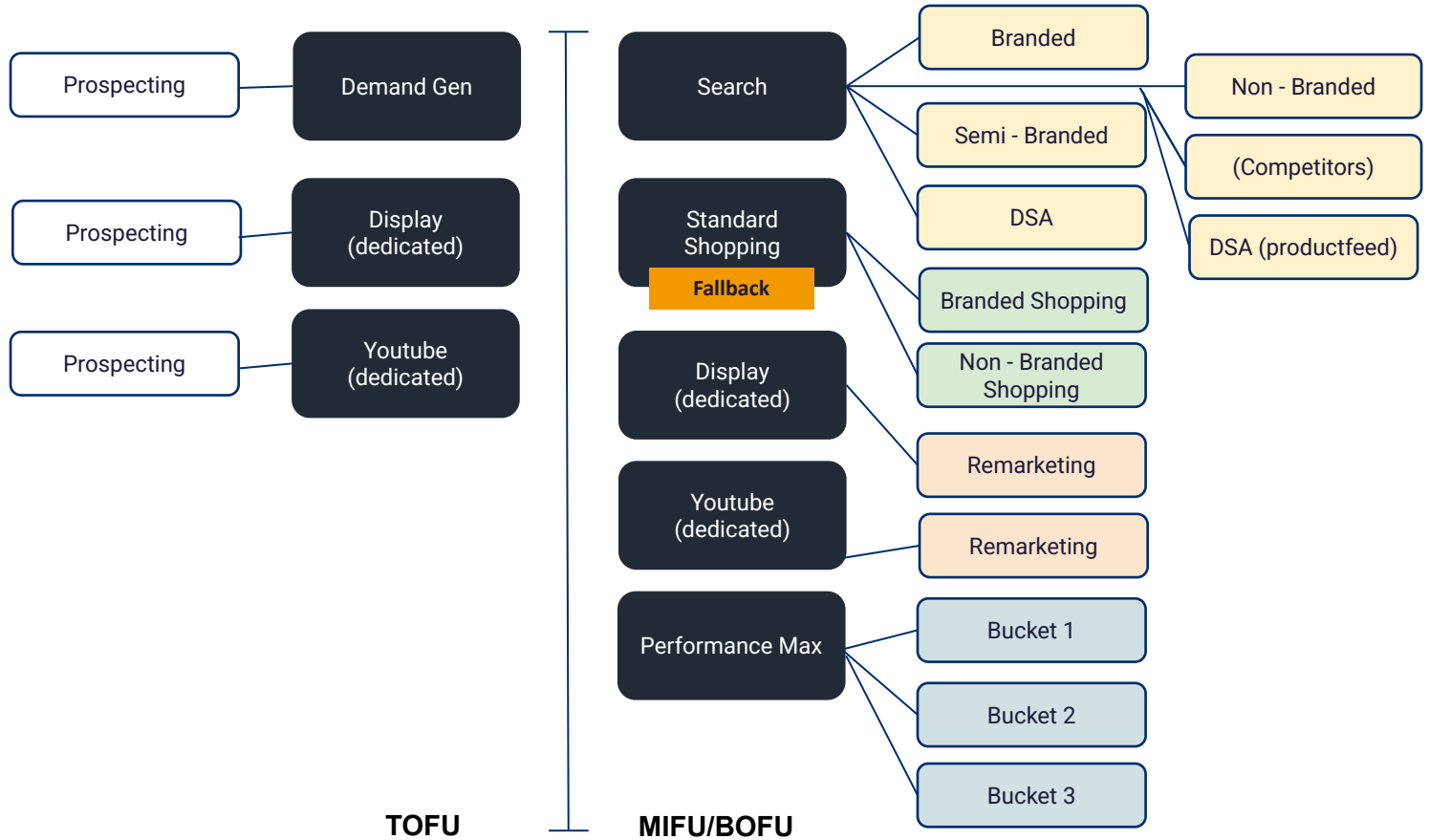


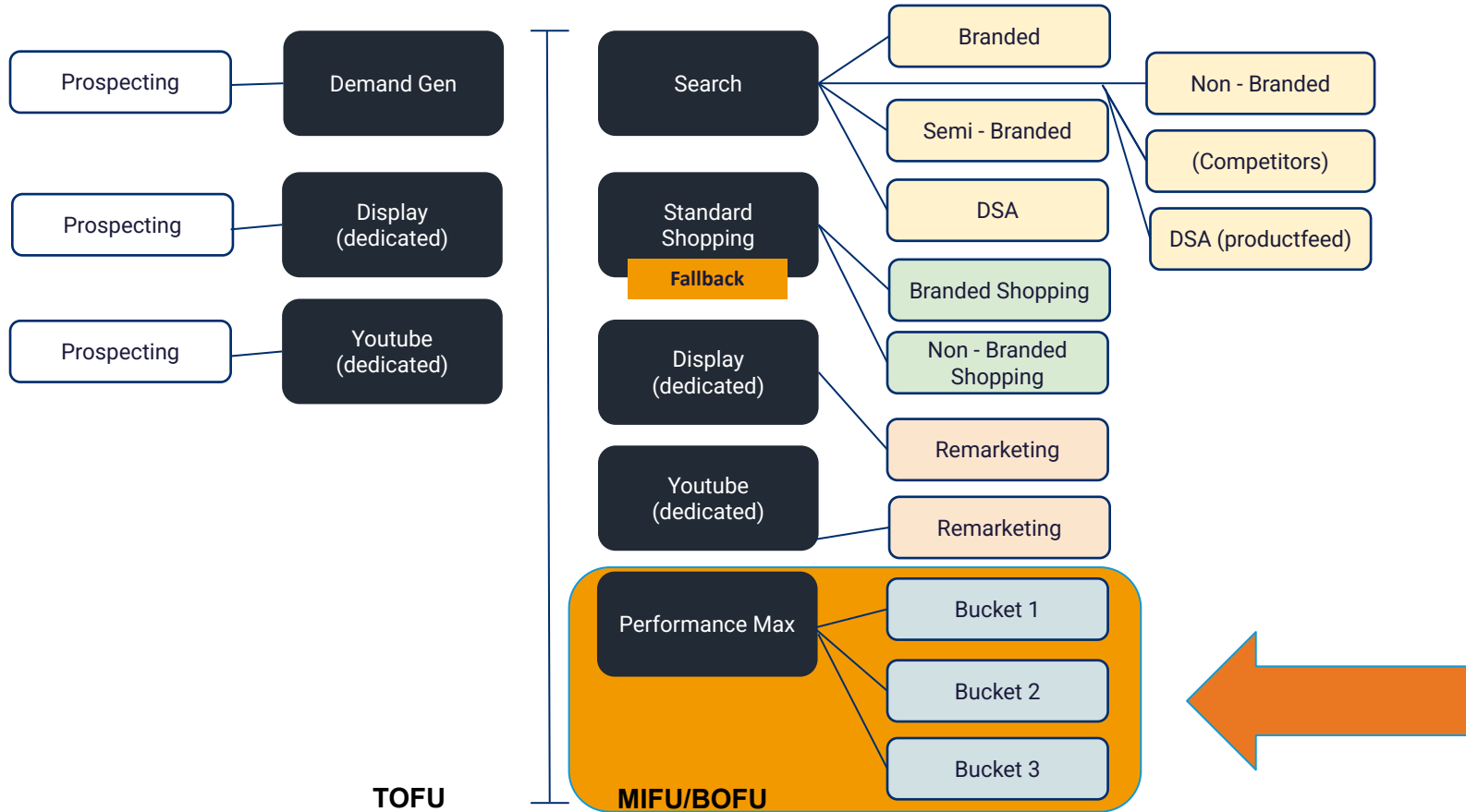
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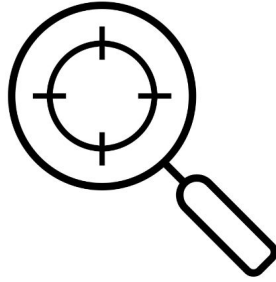


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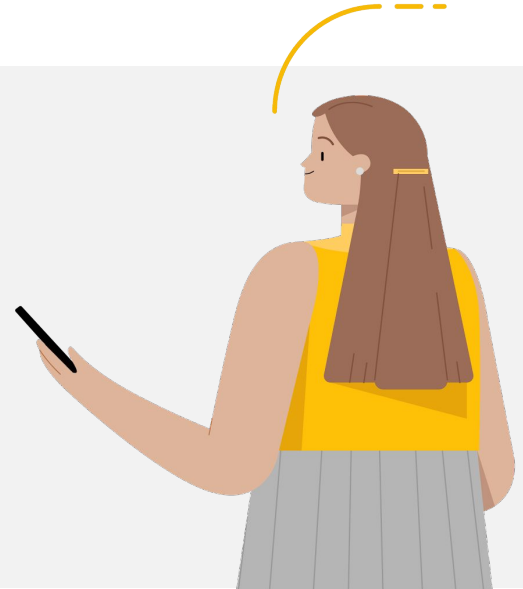
What happens within Performance max in a regular setup



- Google searches for the easiest conversion within campaign setup
- Performance max will **"steal" branded traffic from your dedicated branded search campaigns** . This also happens within your remarketing campaigns.
- In many cases, you notice that **80% of sales are realized by 10% of the products** .

More advanced methods of campaign segmentation

- Campaign segmentation based on **margin**
- Campaign segmentation based on **revenue rates**
- Campaign segmentation based on **new vs recurring customer**
- Campaign segmentation based on **performance (ROAS)**



Campaign segmentation based on performance

- **A script or tool** inventories the number of clicks and ROAS by product (Channable insights, Producthero or Flowboost Labelizer)
- You can set your own **benchmarks** for these KPIs
- This script can label these products and put them in a **separate spreadsheet**
- This sheet you can add in Channable import to **enrich your feed**
- Within Google Ads, these labels can be used to **segment campaigns**
- **Budgets and bidding strategies** can be adjusted according to the various product groups

index group	products	impressions	clicks	cost	conv. value	roas	cpa	conversions	profit
over-index	15	1,048,613	11,289	2,386.73	20,629.11	8.64	10.78	221.42	3,802.00
index	22	809,019	6,108	1,678.62	10,895.91	6.49	9.22	182.04	1,590.15
near-index	73	2,025,125	14,130	3,644.04	19,666.44	5.40	12.88	282.81	2,255.90
no-index	296	1,217,005	3,756	1,174.44	664.72	0.57	52.16	22.52	-975.02
under-index	116	4,884,531	35,297	7,507.91	18,036.39	2.40	18.18	412.93	-2,096.99

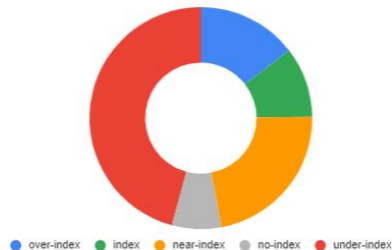
Conversion value

per label



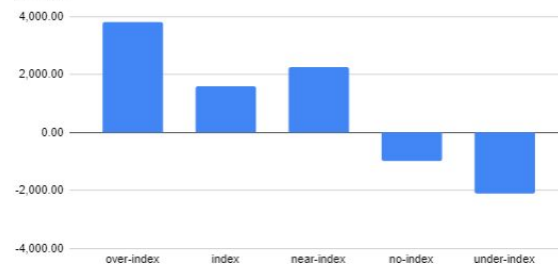
Cost

per label



Profit

per label



With this more advanced method, steering can be applied for products:

- That generate a relatively high number of clicks but yield little revenue
-> **throttle down**
- "Those that perform above the benchmark -> **More aggressive strategy**
- "Those that get a few impressions -> **push harder to generate traction**

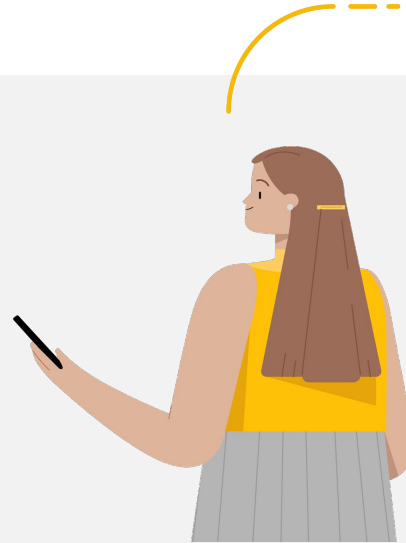


This **advanced setup** has caused a lot of stir and has had a **huge positive impact** on the performance of our clients.

-> However, this setup is **not** the **holy grail**

Let me explain why

- This strategy is **reactive** instead of **proactive** .
- Segmentation runs on data from the **past period** (often 30 days)
- Only **Clicks and ROAS** (conversion value) affect segmentation.



You want (*need*) to deploy a proactive strategy based on first-party data.

You can combine all data variables to beat your competitors.

What we do:

- **Price benchmark data** (GMC or tools like Optiprice / Prisync)
- **Return rate by product** (SKU level)
- **Size availability** (within SKU family)
- **Margin**
- **Velocity of Sales**
- **New or recurring model**
- **In sale** yes/no



How do you build such a structure?

- Build a **master sheet** and combine in it the data points listed at the SKU level
- You can **determine the weighing** of the data points by assigning a grade.
(Depending on business goals)
- **The cumulative of these numbers** from the different data points determines the final score
- Create **custom_labels** based on these final scores
- **Segment the campaigns** according these custom_labels
- Finetune your setup by adjusting the weighing of the data points

Example of weighing:

Product A



Variable	Value	points
Returnrate	<25%	1,5
Margin	>23%	2
Pricing below benchmark	Yes	2
Size availability	>50%	1,5
Velocity	Quick	0
In sale	No	1
New model	No	0
Past Performance	Hero	2
Total		10

Product B













Variable	Value	points
Returnrate	>25%	0
Margin	<23%	0
Pricing below benchmark	No	1
Size availability	<50%	1
Velocity	Slow	1
In sale	No	1
New model	Yes	1
Past Performance	Zombie	0,5
Total		5,5

Final Scoring Table			
Points	Label	Bidding strategy	Budget
8-10	Label A	Agressive	Unlimited
5-8	Label B	Medium	High - Mid
3-5	Label C	Medium/Weak	Mid - Low
0-3	Label D	Conservative	Low

(Depending on the business goals)

Example of Table:

Article Descriptik	Returned %	Margin	Sold Qty	Stock Qty	Supply amount of weeks	Velocity	In Sale	Pricebenchmark	Categorik	Pricing below Bench >15 (2pt)	Size Availability>50% (1,5pt)	Margin >23% (2pt)	Returnrate <25% (1,5pt)	Total score
product 1	15%	29%	293	178	24	0	1	2	2	2	1,5	2	1	8,5
product 2	18%	33%	209	170	33	0	1	2	2	2	1,5	2	1	8,5
product 3	14%	29%	18	45	66	0	1	2	2	2	1,5	2	1	8,5
product 4	10%	47%	9	31	107	1	1	2	2	2	1,5	2	1	9,5
product 5	0%	32%	8	19	62	0	1	2	2	2	1,5	2	1	8,5
product 6	11%	32%	16	49	94	0	1	2	2	2	1,5	2	1	8,5
product 7	0%	30%	9	92	295	1	1	2	2	2	1,5	2	1	9,5
product 8	0%	41%	1	19	494	1	1	2	2	2	1,5	2	1	9,5
product 9	0%	37%	14	18	33	0	1	2	2	2	1,5	2	1	8,5
product 10	0%	44%	1	29	754	1	1	2	2	2	1,5	2	1	9,5
product 11	11%	37%	8	49	159	1	1	2	2	2	1,5	2	1	9,5
product 12	0%	39%	4	25	163	1	1	2	2	2	1,5	2	1	9,5
product 13	17%	36%	10	23	60	0	1	2	2	2	1,5	2	1	8,5
product 14	0%	39%	9	16	118	1	1	2	2	2	1,5	2	1	9,5
product 15	0%	43%	1	29	754	1	1	2	2	2	1,5	2	1	9,5
product 16	18%	32%	18	26	38	0	1	2	2	2	1,5	2	1	8,5
product 17	7%	34%	113	18	16	0	1	2	2	2	1,5	2	1	8,5
product 18	0%	33%	4	16	104	1	1	2	2	2	1,5	2	1	9,5
product 19	0%	44%	2	53	767	1	1	2	2	2	1,5	2	1	9,5
product 20	0%	46%	8	41	153	1	1	2	2	2	1,5	2	1	9,5
product 21	0%	53%	1	16	416	1	1	2	2	2	1,5	2	1	9,5

	Gladiator Sports Premium lichtgewicht schouderbrace - maat: XS ID: 414874-8720195930389	gladiator	NL	66	€99.99 €59.99	at benchmark
	Beenlengteverschil hakverhoging (Per paar) - maat: L ID: 53154-8717286002513	mysole	NL	65	€16.99 €14.09	20.56% above benchmark
	Gladiator Sports Premium lichtgewicht schouderbrace - maat: S ID: 414874-8720195930372	gladiator	NL	64	€59.99 €59.99	at benchmark
	McDavid Kniebrace ligament 425 kruisband - maat: S ID: 632-029369425026	mc david	NL	56	€89.99 €85.26	5.55% above benchmark
	MYSOLE Special Anatomical inlegzolen (Per paar) - maat: 46 ID: 1058-8717286003893	mysole	NL	52	€27.99 €27.95	at benchmark
	Dunimed Mallet vingerspalk - maat: Maat 2 ID: 886128-8720195931522	dunimed	NL	51	€8.99 €11.26	20.18% below benchmark
	Novamed Kniebrace met gesloten patella - maat: M - Zwart ID: 333345-8697957657153	novamed	NL	48	€24.99 €24.92	at benchmark
	Gladiator Sports Compressie broek / liesbroek - Heren (In Zwart en Wit) - maat: L - Zwart ID: 353963-8719689229627	gladiator	NL	45	€29.99 €29.99	at benchmark
	Push Sports Elleboogbrace ID: 304854-8715669009210	push med / push ortho	NL	43	€24.99 €23.56	6.08% above benchmark
	Push Care Polsbrace - maat: Rechts: maat 4; 19 - 21 ID: 318343-8715669003034	push med / push ortho	NL	42	€37.99 €36.17	5.03% above benchmark

Recent Case : Fashion Industry

Campagne ↑	Kosten <>	Conversies (op conv.tijd) <>	Conv.waarde (op conv.tijd) <>	ROAS <>	Gem. CPC <>
Nog niet afgeronde concepten: 3					
NL - PMX - A	€ 1.758,68 (-88,13%)	320,62 (-70,96%)	19.150,46 (-74,90%)	10,89 (+111,47%)	€ 0,28 (-37,24%)
NL - PMX - B	€ 4.635,49 (+189,88%)	648,21 (+383,84%)	46.363,87 (+398,43%)	10,00 (+71,94%)	€ 0,32 (-30,42%)
NL - PMX - C	€ 455,11 (-78,35%)	77,77 (-61,43%)	5.318,99 (-62,29%)	11,69 (+74,15%)	€ 0,23 (-29,04%)
NL - PMX - D	€ 5.821,56 (-32,24%)	705,65 (+10,90%)	51.126,06 (+1,87%)	8,78 (+50,35%)	€ 0,29 (-31,09%)
Totaal: alle campagnes, behalve de verwijderde, in uw huidige w... ?	€ 12.670,85 (-53,26%)	1.752,25 (-15,59%)	121.959,38 (-18,64%)	9,63 (+74,09%)	€ 0,29 (-30,64%)
Totaal: account ?	€ 15.935,32 (-55,40%)	2.043,00 (-27,14%)	142.659,11 (-30,46%)	8,95 (+55,93%)	€ 0,31 (-24,30%)

Beneficial results

- **Acos** from 19,7% to 11,9%
- **Returnrate** from 13% to 7%

Dataset
(25 sept 2023 - 25 dec 2023)

Next steps

(where we currently working on)

- Utilize this model to predict sales, enabling smarter purchasing decisions and minimizing overstock losses (or liquidation).

B	C	D	E	F	G	H	I
Article Descripti	Returned Qty	Qty Returned %	Margin	Sold Qty	Stock Qty	Sizearch %	Supply amount of weeks
product 1	53	15%	29%	293	178	100%	24
product 2	47	18%	33%	209	170	73%	33
product 3	3	14%	29%	18	45	100%	66
product 4	1	10%	47%	9	31	100%	107
product 5		0%	32%	8	19	86%	62

Questions?



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Taskforce

We share updates of our
Taskforce journey in our
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