



The Award-Winning Case Study

In 2019, we partnered with West Coast Kids to deliver an integrated purchase journey through Google Shopping campaigns. The results were incredible—earning a Google Premier Partner Award for “Growing Businesses Online.” Here’s how we delivered these record-breaking results to a leading Canadian retailer.

To position the brand for success, the client was looking to obtain 70% growth year-over-year from their advertising efforts. Northern developed a strategy that delivered 22x returns from advertising, far-surpassing the client's objective.



Shopping Innovation

The Client

West Coast Kids traces its roots back over 40 years ago when founder Marsha Dashefsky was frustrated looking for baby furniture for her firstborn and realized there were no specialty stores for parents. A family-owned business from the very beginning, the store was founded on the concept of offering parents a specialty store for newborns to teens, providing them with the best and largest selection of merchandise at the very best prices.

The Challenge

West Coast Kids is working to be the home of baby and toddler items for Canadian parents, whether that is serving them in-person on the drive home or online at night when they realize they need a new crib. As Canada's leading premium baby and toddler retailer, West Coast Kids wanted to build upon their current digital footprint and drive aggressive growth online and understand potential local markets to expand their next retail store.

The Strategy

The team at Northern Commerce recognized the opportunity to expand an already winning strategy that could both drive increased revenue at scale while also delivering a consistent Return On Ad Spend (ROAS) and building customer sales insight.

Using West Coast Kid's catalogue of over 40,000 products, we synced their inventory management system, Aralco, to deliver real-time data to their eCommerce platform, Magento. In doing so, the Northern team could leverage an enriched product data feed to ensure the maximum amount of efficiency when combined with the power of Smart Bidding solutions and advanced Google Shopping campaigns. As a result, this allowed for more aggressive scaling opportunities that could reach new audiences, and build real CRM data on customer and market concentrations.



How We Did It



Created an optimized data feed following Google's best practices, including custom labels for data like price range, profit margin, and high average order values.



Synced West Coast Kids inventory management system, Aralco, with their eCommerce platform, Magento, to deliver an enriched real-time data feed.



Migrated from Enhanced Cost Per Click to more automated bidding solutions like Maximize Conversion Value to drive increase efficiency at scale.



Analyzed CRM Data to identify potential market opportunities for retail expansion.

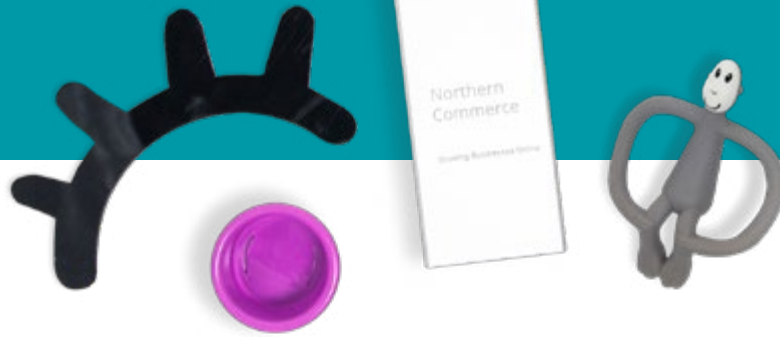


Utilized Google Smart Shopping campaigns (instead of standard Shopping campaigns) to help reach new audiences and expanded placements while also leveraging more optimal bidding capabilities.

Google Premier Partner Award



“GROWING BUSINESSES ONLINE”



The Results

“Partnering with Northern has been a great experience. The team’s knowledge of executing an effective digital advertising strategy has allowed us to grow our online presence and reach more customers than ever before. With Northern, we know the goals of our business and the needs of our customers are understood, and that the team has what it takes to meet them.”

STEPHEN PRICE

Director of Ecommerce

190%

\$1M INCREASE IN REVENUE

from Google Shopping ads
year-over-year

1

NEW RETAIL LOCATION

with 15 employees

22x

RETURN ON AD SPEND

Using Google Smart
Shopping campaigns

Looking for these results?

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