B&Q sees results within 7 days of Upp.ai adoption

Upp.ai
Transforming eCommerce Advertising

B&Q

ABOUT B&Q

- Major UK DIY retailer - Revenue £3.8bn
- High street and online
- Online revenue Circa £400m

KEY CHALLENGES

- Improve the efficacy of its current PMax advertising investment
- Increase the investment level while maintaining efficacy
- Enhance the visibility of B&Q's first- and third-party product ranges on Google

DEAL PROFILE

- Value of deal circa £600K
- £19m+ a year in PMax
- Structure of deal - 6 months POC + 12 months
- Time to value - 7 days on the first account.
- Onboarding process and length - 6 weeks. The B&Q PMax activity was split across five accounts. We rolled one account out each month.

WHO WE ENGAGED WITH

- Chris Smith - Head of Performance Media & Analytics
- Tara Smith - Senior Paid Search Manager
- Jack Smith - Paid Search Specialist
- Ginny Smith - Director of Ecommerce
- Paddy Smith - CMO
- Julie Smith - CTO

RESULT

Took a phased approach to onboarding B&Q accounts.

Account 1: Technical Category, Upp.ai:

- Increased the percentage of product visibility in Google PMax from 34% to 84%
- Drove a 28% increase in year-on-year revenue and
- Increased PMax investment by 38% over the previous year
- While return on ad spend declined by only 9% compared to 2023

During the same period performance in the other accounts declined.

Account 2: Marketplace Category, Upp.ai:

- Increased product visibility by 40%
- ROAS increased by 16% compared to the previous six months
- Average daily media investment rose by 78% compared to the previous six months
- Average daily revenue increased by 119% over the same period

Account 3: Outdoor and Garden Category, Upp.ai:

- Increased products advertised by 29%
- ROAS grew by 33% YoY
- Average daily media investment rose by 76% YoY
- Average daily revenue increased by 45% YoY

Maximise Your Google Ad Performance   **Abir Alam | t:** 07986 456123 | **e:** abir@upp.ai