

Google Premier Partner Awards: PPC automation pioneer smec wins Shopping Innovation award

Dublin, Ireland: On October 16, Austrian PPC (paid search) automation company Smarter Ecommerce (smec) won Google's Premier Partner Award in the category 'Shopping Innovation' (EMEA).

Winning the Shopping Innovation award is a great accomplishment. Every year, Google awards their most skilled and innovative partners in their respective area of excellence. Digital pioneers and Google partners from around the world compete over the prestigious trophies. smec had been shortlisted in a total of three categories: Search Innovation, Growing Businesses Online and Shopping Innovation. 83 agencies applied for the Shopping Innovation award, only 26 finalists were named — and out of all applicants, Smarter Ecommerce took home the trophy.

"I'm very happy we won and that Google recognizes our contribution to the field of PPC and especially Google Shopping. This is a major validation of our approach with our Google Shopping software Whoop! and the hard work we've put into it." says Jan Radanitsch, smec CEO.

Robert Dyas & Whoop! – Tradition meets innovation

Applying for a Premier Partner Award is no easy game: applicants for the award have to fill out forms to prove their concept and assert their excellence with real-life examples. With countless success stories on their desk, deciding for a use case was a challenge. In the end, smec decided for UK-based client Robert Dyas, a renowned retailer with a 140-year history, active in the home and garden industry.

Robert Dyas offers a first-class product assortment and customer service across 94 locations. Their team is highly motivated and engaged with ecommerce, offering 15,000 products online and attributing 30% of their online revenue to Google Shopping. Using smec's Google Shopping management software Whoop! helps keep their performance high, while offering outstanding levels of precision and control.

Rachel Dinneen, Ecommerce Marketing Manager at Robert Dyas, states: "smec gives us greater flexibility over our bidding approach and helps us adopt a much more targeted methodology for achieving our goals. Their Google Shopping software Whoop! made segmenting our product groups effortless, providing us with a much more granular approach for how we choose to bid at the product level. This has made controlling return on ad spend for our products significantly easier and allowed us to scale a process that would have taken us months otherwise."

About Smarter Ecommerce

Smarter Ecommerce (smec) is a SaaS+ company based in Austria, committed to delivering best-in-class software solutions custom-tailored to Google Ads (formerly AdWords). They are part of a select group of digital specialists that Google celebrates as *Premier Partners*. To qualify as a Premier Partner, digital marketing agencies and professionals must pass a series of exams and prove their expertise in using and applying Google's advertising products.

smec's approach is to leverage the balance of machine and human brainpower in order to maximize goal-driven results while minimizing tedious and iterative taskwork. That means taking their software and injecting their veteran market perspective, which is informed by 10 years of Google API experience, rapid adaptation, and competent collaboration. Retailers recognize them as a strategic partner with proven execution.

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