Season's End Product Optimizer

Our solution revolutionizes the way end-season products are managed in Google Shopping ads. By focusing on specific items or groups rather than the entire catalog, it provides a more targeted approach to boosting sales. This system automatically identifies products that require extra attention, enabling more accurate targeting and bidding strategies. It also includes a forecasting and comparison module to assess the impact of price changes on demand, allowing for strategic price adjustments.

Features

Rapid Deployment on Google Cloud Platform

Begin swiftly with our ready-to-use code, ensuring a quick and efficient setup.

Complete Data and Model Ownership

Maintain full control over your data and models for tailored strategies and secure handling.

Data Transformation Pipelines

Utilize our pre-built data pipelines to transform GA360 events into actionable features.

Customer-Facing Dashboard for Insights

Gain valuable insights through a dashboard that presents data in a user-friendly manner.

Automated Model Retraining and Deployment

Stay ahead with our system that automatically updates models and deployments for optimal performance.

- ~100 people focusing exclusively on Google Cloud (YoY growth 40-60%)
- 40+ official certifications
- Hands-on customer implementations
- Consulting & Training
- Reselling & Support
- Ready made solutions for specific industries

About the Solution

Increased Revenue

Uncover patterns in your product catalog to boost sales revenue effectively.

Controlled Discounting

Enhance the impact of sales on discounted products, ensuring efficient price management.

Optimal Ad Spending

Maintain ad spending efficiency by identifying and focusing on products that enhance campaign effectiveness.

Benefits

Demand Forecasting

Our solution estimates expected sales for upcoming periods, aiding in strategic planning.

Comparison Reports

Analyze how actual sales measure against forecasts to guide marketing decisions.

Automatic Product Selection

The system automatically selects products based on the variance between target and forecast, streamlining the optimization process.

Contact Us

For more details on how our solution can optimize your end-season product strategies and enhance your Google Shopping ads performance, contact us today. Discover the power of targeted marketing and data-driven decision-making in maximizing your sales potential.

SPECIALIZATION
Cloud Migration
Google Cloud

SPECIALIZATION
Machine Learning
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Infrastructure
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Data Analytics
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