Product Catalog
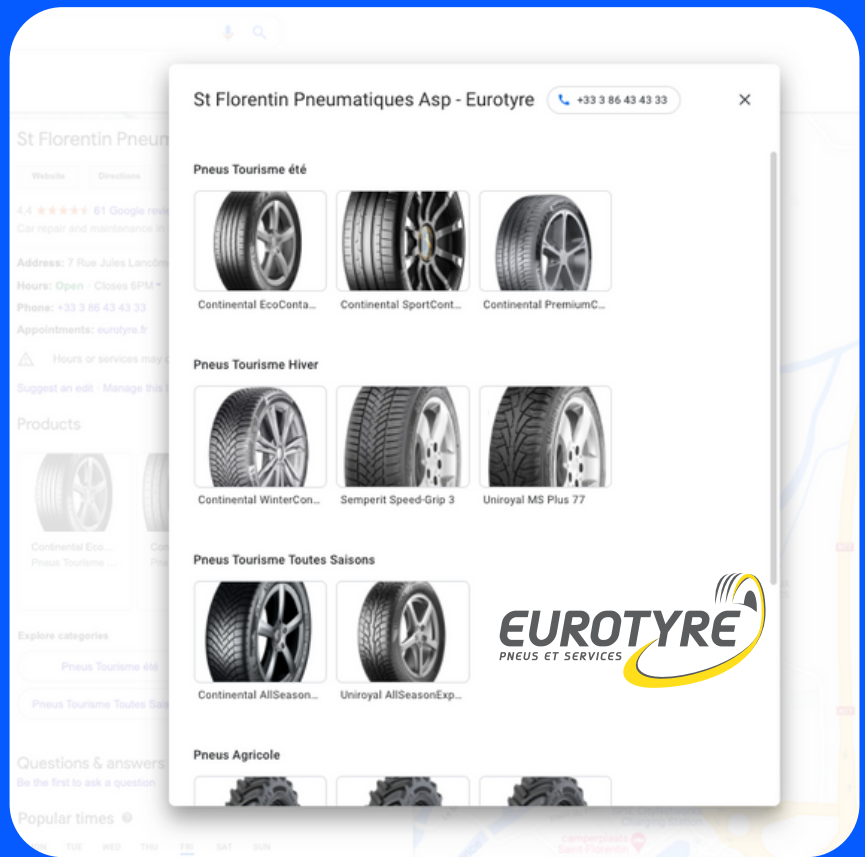Google My Business

EUROTYRE INCREASES ITS ACTIVATIONS BY 92%
CALLS, ITINERARY, WEBSITE

+92%
activations

+109%
calls

+28%
impressions

Difference between the performances of the Google My Business listings of the Eurotyre France network which are part of the "Product Catalog" test and those which are not.

Test results and Next steps

"The results of the test are quite conclusive:
In addition to having achieved the initial objective of gaining visibility, we were able to achieve an increase in the activation of our CTAs on the "product catalog" test listings thanks to the advice of our Mobilosoft Customer Success agent.

As a result, we are going to deploy the product catalog throughout our network in December 2020. In addition, we will continue to optimise all of our Google My Business listings because for us it's a key factor in guaranteeing our affiliates a high level of online visibility".

Maxime Chatillon,
Eurotyre France Marketing Manager

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Eurotyre Pneus et Services France
Tire and car maintenance specialist

+ over 210 specialised Centers

Collaborating with Mobilosoft since May 2016

🌐 www.eurotyre.fr/

in Eurotyre France

Context

Following the release of the "Product Catalog" feature on Google My Business pages, Eurotyre's Customer Success Mobilosoft agent proposed to set up a test on a sample of the network's listings.

Test Objectives

The objectives of the Product Catalogue test for Eurotyre were :

📈 Increase the listings' **visibility** on Google.

📈 Increase the listings' **activations** on Google.

Test set up

Duration : december 2019 to august 2020 (8 months)
Number of listings : 29
Per listing : 14 products within 5 categories

5 products categories :
- Summer Tourism Tires
- All Season Tourism Tires
- Winter Tourism Tires
- Agricultural Tires
- Truck Tires

Per product :
- 1 title
- 1 name
- 1 image
- 1 description
- 1 CTA (shop's phone number)

"Today the product catalog is highly relevant.

First of all, it enriches the listing and enhances the point of sale in relation to its specific activity (in our case, B2C tourism tire activity, then B2B truck and agricultural tire activity).

Secondly, it helps with SEO and generates much more interest, which means more In-store traffic".

Maxime Chatillon,
Eurotyre France Marketing Manager

Results

+28%
impressions

+92%
activations

+109%
calls

Goals achieved !

The objectives of the product catalog test for Eurotyre were surpassed:

The listings' **visibility** on Google has increased by 28%.

The listings' **activations** have increased by 92%.

The Eurotyre x Mobilosoft collaboration

"We are fully satisfied with the collaboration with Mobilosoft.

At Eurotyre, we need a service provider specialised in its field and we appreciate the operational support provided. The teams are extremely reactive and respond quickly.

During the lockdown Mobilosoft was at our side and accompanied us in terms of visibility with advice on all the new features released by Google. This allowed us to be extremely reactive with regards to our local pages' SEO and customer communication.

Our agencies are pleased with the service and support provided by Mobilosoft. The collaboration with Mobilosoft has helped us to maintain our visibility with our clients".

Maxime Chatillon,
Eurotyre France Marketing Manager

The **visibility** of the listings in searches results is based on 2 types of searches:
Direct searches: name of the store / brand
Indirect searches: product / service

The activations regroup the signs of interest (clicks) of Internet users on action buttons such as "website", "call" or "route".

Advantages of the Product Catalog

- Presents products in a clear, easy and structured manner
- Simplifies the customer search process
- Simplifies the purchasing process through CTA's
- Increases online and offline traffic
- Increases ultimately sales

Next steps

Following the success of the "Product Catalog" test, Eurotyre France has decided to extend its use of Google My Business listings to its entire network.

In December 2020, Eurotyre will add to its entire network (+210 points of sales) :

- Product catalogs
- A specific description
- Categories of activities
- Attributes

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