

# Bidnamic

Lawsons HIS increases impression Growth by 297% using Bidnamic

**297%**

Increase in  
impression growth

**94%**

Revenue growth over  
the festive period

**52%**

Average order  
growth



“Bidnamic changed a time consuming headache  
into an asset for the business”

- **Richard Brown, Lawson HIS**

## The Challenge

Lawson H.I.S had the frustrating challenge of managing a **HUGE catalogue of products**.

Lawson's product catalogue totals over **70,000 unique SKUs**. Bidding accurately on such an enormous portfolio is impossible for a human being.

Lawson's needed an approach to Google Shopping that would allow them to bid on a more granular level. The problem with having such a large amount of SKUs meant their only option was to group these SKUs into groups and set bid prices on different characteristics, such as brand.

The problem with doing this was that each individual SKU had different product margins to take into account. However, it was impossible to take this into consideration when setting a bidding strategy due to there being so many.

The result meant that they would be losing out on valuable ROAS and was wasting their ad-spend, not to mention the hours and time it took to manage this all manually on Google shopping.

## The Solution

**Bidnamic increased impression Growth by 297% in a 6 month period**

Since joining Bidnamic, Lawsons has been able to push its entire catalogue, with accurate bidding on each individual SKU.

Bidnamic makes over **3,500** bid changes per week for Lawsons HIS, guaranteeing they are in front of the right customer at the right price. Each bid price is set whilst considering **180+** different variables.

### The Results

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