Bidnamic

Get the most from Google Ads in 2025

Clothing and Accessories

Google Partner

2025 Microsoft Advertising Partner

shopify partners

The aim of this document is to provide additional data to help you with building or adjusting your media strategy in 2025.

The data we used is from our database, where we have access to over 2k Google Ads and Bing Ads accounts sorted by vertical to provide the most relevant insights for your ecommerce. Conversion data is only from our current clients where we are sure that tracking is 100% accurate.

Remember, every business is unique! The trends and strategies highlighted in this document can provide a pulse on how the market is shaping and evolving.

Here at Bidnamic we create software solutions to help ecommerce **generate more sales more efficiently.**

Along with our tech solutions, we also have a team of ecommerce experts to help you create a **media strategy based on your goals,** and identify whichof our products can help you get the results you need in the shortest amount of time.

If you want to know more, please get in touch with us using one of the links at the end of this document.

We hope this helps you exceed in your goals for this year.

The Bidnamic Team

Last year in numbers

2024 was a **challenging year** for the Clothing & Accessories industry, and brands had to take into account...

Environmental factors

A shift in browsing behaviour

A growing focus on sustainability

Colder, unpredictable summer weather affected seasonal apparel sales, forcing retailers to discount stock earlier than expected.

Brands like **Asos, Amazon, Temu** and **SHEIN** consolidated their position with customers searching directly **in-app**, skipping the initial Google search.

More environmentally conscious purchase behaviour boosted the second-hand apparel market with big investments from **Vinted** and **Ebay** to dominate this category.

Search volume on Google saw a downward trend in the last 2 years, with more customers browsing directly on their favourite apps.

2024 Vs. 2023

-11%

Search volume

Legend: 2023 / 2024

Search Volume (Indexed)
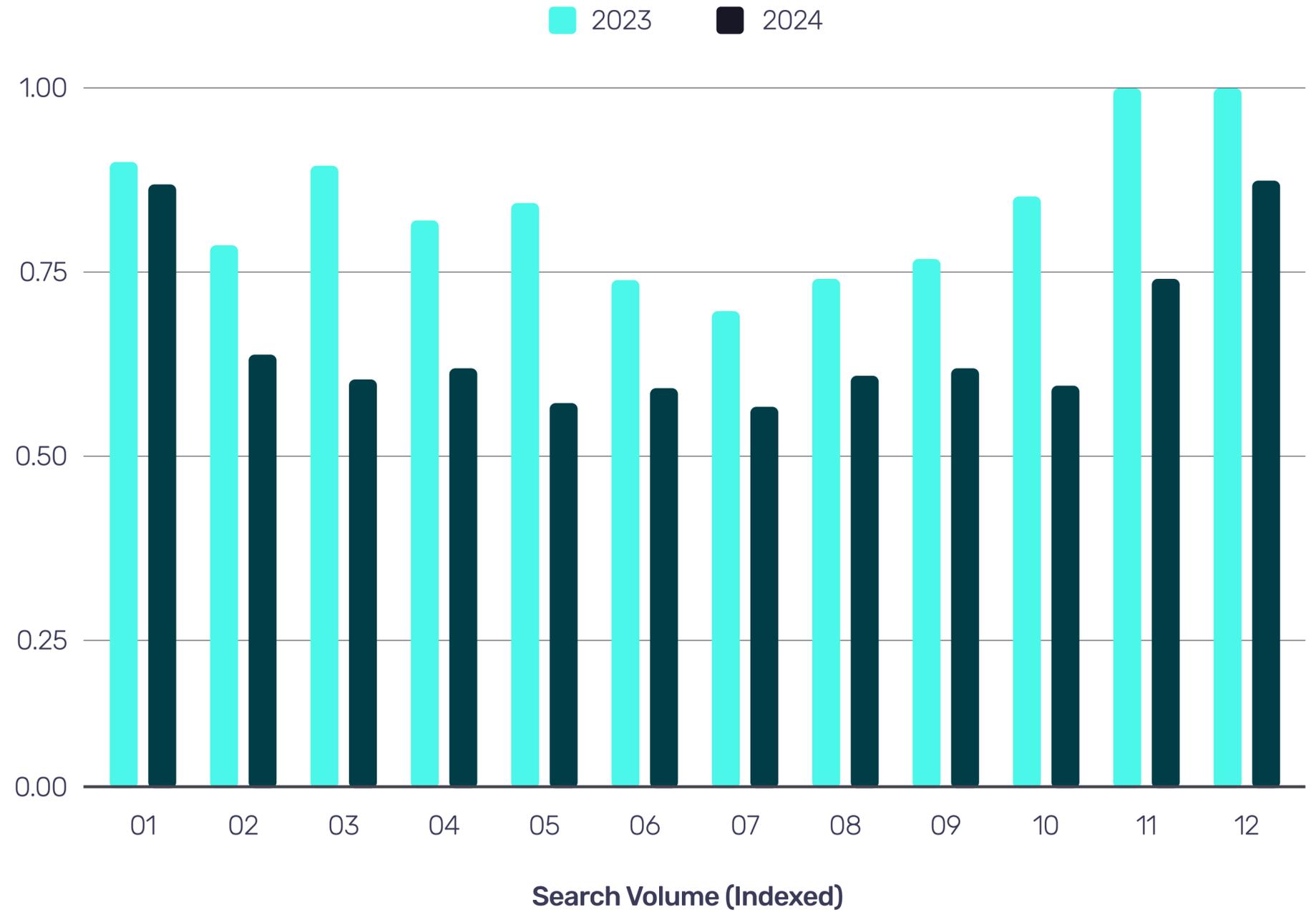
*Data source: Bidnamic database

Brands are still aggressively competing for customer's attention during key periods, hinting at short burst activities instead of a consistent "always on" approach.

We are also seeing competitiveness significantly decreasing outside those months. Could that be the key for more sustainable growth?

2024 Vs. 2025

-3%

Cost per click

CPC monthly fluctuation from the average

CPC	01	02	03	04	05	06	07	08	09	10	11	12
2023	0%	-3%	-1%	2%	3%	-2%	-14%	-7%	-7%	-7%	20%	16%
2024	-7%	-6%	-10%	-6%	7%	-2%	-10%	-6%	-10%	-8%	9%	19%

*Data source: Bidnamic database

Conversion rate further sunk in the first few months of the year and skyrocketed between November and December.

Unpredictable and colder weather in the summer months led to reduced sales, which is reflected in a lower conversion rate compared to the previous year.

In this **volatile market,** is there anything brands can do to maintain efficiency throughout the whole year?

2024 Vs. 2023

+2%

Conversion Rate

CR monthly fluctuation from the average

CR	01	02	03	04	05	06	07	08	09	10	11	12
2023	-21%	-14%	-7%	-9%	10%	13%	2%	-1%	-12%	-13%	15%	14%
2024	-16%	-24%	-18%	-19%	7%	2%	-1%	-5%	-10%	-7%	28%	43%

*Data source: Bidnamic database

Are all brands adopting
the same strategy?

	Budget distribution	YoY Var.
Performance Max	**58%**	**+32%**
Search Ads	32%	-6%
Shopping	9%	-48%
Others	1%	-73%

Performance Max is now the preferred campaign type, with Search and Shopping being gradually absorbed **for ease of management.**

With multiple placements available outside of Google Search results on PMax (Youtube, GMail, GDN, etc.), Google can also counterbalance the drop in searches, **but is that enough to guarantee efficient revenue growth?**

The Bidnamic approach
is different...

We believe in optimisation without compromises

Performance Max makes campaign management easy and accessible to everyone, but the trade-off is less control and visibility.

We've created bespoke AI technology that takes care of campaign management.

This way we are less reliant on Performance Max campaigns, and our clients have higher visibility and control of where their budget goes and what results it generates down to every single SKU.

	Budget distribution	YoY Var.
Performance Max	20%	-35%
Search Ads	**24%**	**-28%**
Shopping	**55%**	**+58%**
Others	1%	-33%

We develop strategies that focus on flexibility and control

At Bidnamic we prioritise the campaign types that give us the greatest level of **control and data visibility** to better achieve our clients' business objectives.

Performance Max campaigns are still an important part of our media mix, **used tactically when needed.**

Our technology masters the real problems holding retailers back

We created our **technology to optimise beyond what humans can do,** using insights data directly collected from Paid Search and Shopping campaigns across thousands of accounts.

Product Feed

Automatically enrich your product feed, making sure each SKU appears for the most profitable searches and is as relevant as possible.

Shopping Campaigns

Identify the purchase intent behind search queries, match it to the most relevant products, and align budget with your business objectives.
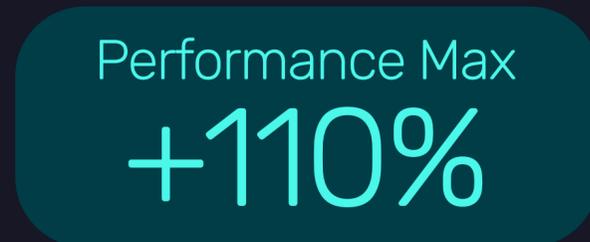
Paid Search Campaigns

Use the most profitable queries to automatically create keyword lists, text ads, and target URLs to send traffic to the most relevant products or product categories
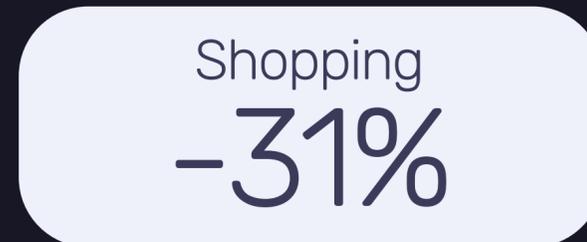
We know how to grab customers' attention when it matters most

By optimising the relevance of our ads and product feeds, we stand out more and generate more clicks.

Our clients' CTR in 2024

+12%

Compared to non clients

Performance Max
+110%

Shopping
+27%

Paid Search
+37%
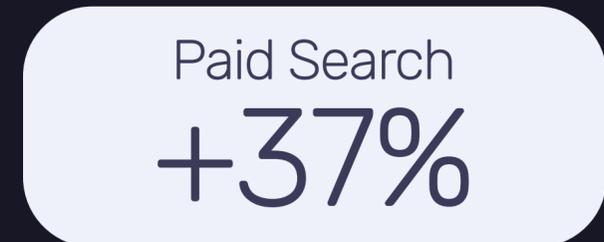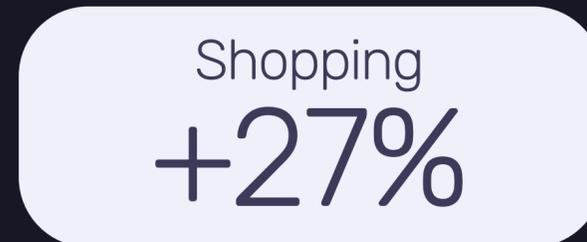
Google rewards our optimisation with lower CPC

With higher relevance and ad-engagement, we can significantly boost your **quality score,** so you don't need to overpay for every click you buy.

Our clients' CPC in 2024

−39%

Compared to non clients

Performance Max	Shopping	Paid Search
−34%	−31%	−37%

How much you bid is only one part of the equation!

How often you appear and how much you pay for each click depends on your ad rank.

$$\text{Ad Rank} = \text{CPC} \times \text{Quality Score}$$

We can help you optimise the 3 main levers for a perfect **Quality Score:**

Ad Engagement	Ad Relevance	On-Site Experience

And, with data from over 8M SKUs across more than 2K Google Ads and Microsoft Ads accounts, we can **start optimising your campaigns with minimal learning periods.**

We looked at the industry as a whole, but what about your account?

Have a sneak peek at our account audit process and see what insights you can unlock for free.

Goals & Targets

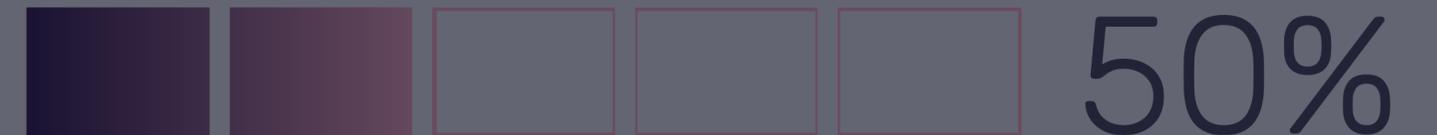**Performance -**
Your overall score

50%

40%

50%

68%

01

Understand how you compare to other ecommerce in your industry and what type of optimisation can give you the best results in the shortest amount of time

On Site Experience
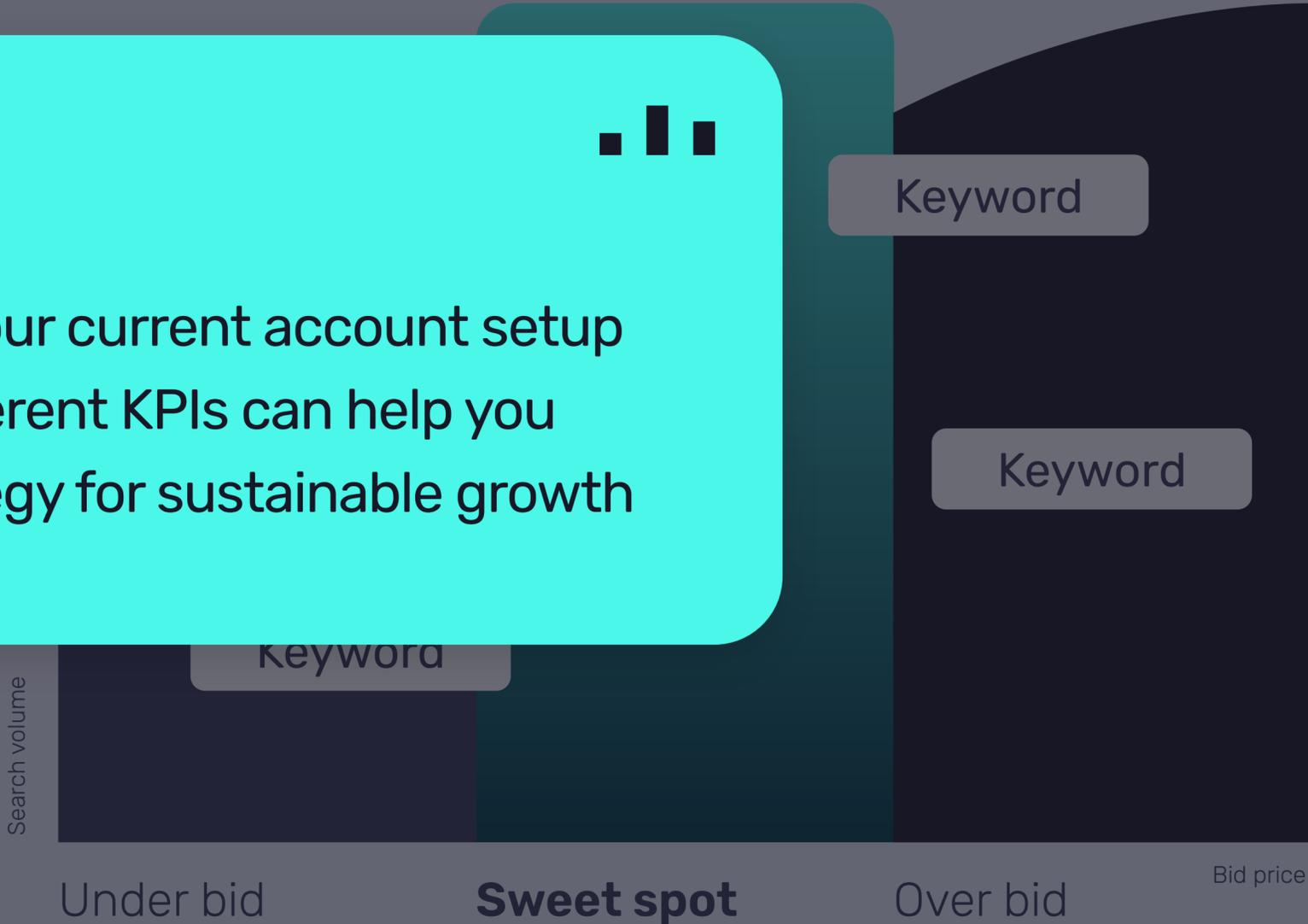
50%

Bidding Calculations

9 Unique targ

193 SKUs

1 /5: Product Groups

02

Deep dive into your current account setup and see how different KPIs can help you shape your strategy for sustainable growth

Keyword

Keyword

Keyword

Search volume

Under bid   **Sweet spot**   Over bid

Bid price

SKUs with **a Sale**

Last 30 days

12%

1,069 products

£17k Ad spend

Last 60 days

£28k Ad spend

t 180 days

7%

42 products

£97k Ad spend

03

Discover which sections of your catalogue are consuming budget without generating sales compared to others in your industry

18% products **did not generate any sales**

Industry Mastery benchmark

98% in 180 days

SKUs with no clicks

18%

0% ROAS
0% ad spend

SKUs with clicks

04

Gain insights into how your product catalogue is performing and which sections need to be optimised

6% @ 104% ROAS
of products
10% Ad spend

Of products
10% Ad spend

Over Bid
12% @ 104% ROAS
of products
13% Ad spend

Search volume

Under bid

Sweet spot

Over bid

Return on Ad Spend

Control
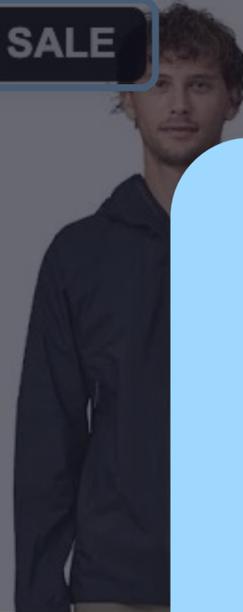
Adspend | ROAS

Your current

budget allo

by campaig

05

Weigh up how different campaign types are contributing to revenue generation and where you can **increase efficiency**

	Adspend	ROAS
	5%	105%
	5%	110%
	2%	120%
	9%	101%
Others	18%	124%

Time frame:
01/10/2023 - 31/01/2024

Patagonia men's hiking jacket navy

SALE

62% Feed Quality Score

...ent: 47%

Patagonia -
Storm10 Alp...
Blue - UK Me...

£209.99   £300
★★★★★ (133)
Free shipping

By Bidnamic

06

Isolate areas of improvement in your product feed to **enhance your visibility** and engagement on Google Ads
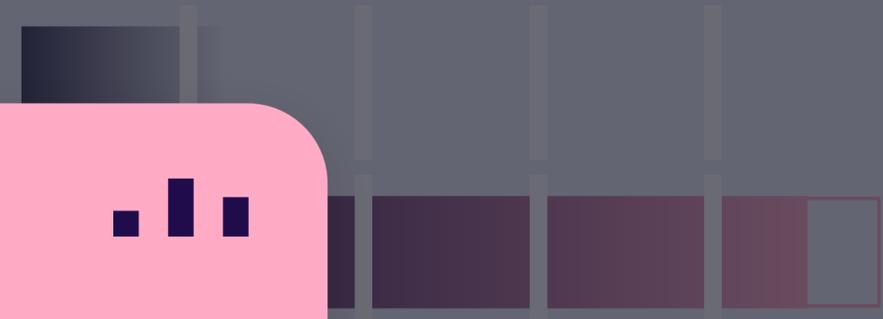
30%

CTR

You	Avg.	Mastery
1.45%	2.31%	5.01%

On Site Experience

Page Speed*

Your score = **22%**

37%

Mastery = **5.01%**

07

Find out ways to turn website visitors into customers and **improve your conversion rate**
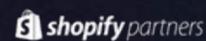
* Your lowest score on Google Pagespeed Insight
** Data source: Bidnamic industry benchmarks

Interested?

Get your maturity model

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