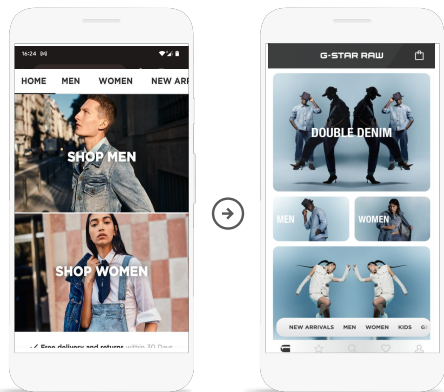# G-Star RAW sees 3.2x boost in ROI with Web to App Connect

G-STAR RAW

Fashion retailer
EMEA - The Netherlands • G-star.com

The Challenge

G-Star RAW is a Dutch retailer that sells hardcore denim in numerous countries worldwide. Many of its customers start shopping from a shopping or web ad online, and then they finalize their purchase via G-Star RAW's app. Because the retailer is an omnichannel business, it is a challenge to accurately evaluate the performance of its marketing efforts. G-Star Raw wanted to focus on creating a clear picture of its app and web conversion attribution, and provide a seamless and personal mobile customer experience.

The Approach

To get better insights, G-Star RAW implemented app deep links and deepened its Google Analytics for Firebase (GA4F) conversion tracking within its app. After identifying app-based gaps, G-Star RAW included bidding on in-app events to make the most of the full app and web opportunity, and to more strategically set up its campaigns.

The Results

After implementing Web to App Connect, the client saw a **2x higher conversion rate, 3.23x higher ROAS and a 69% lower cost per acquisition** for their app users compared to their mobile web users. G-Star RAW can now use these conversions to more intelligently set up their bidding strategies. Furthermore, by combining GA4 & Firebase they now have a clearer picture of the attribution of app & web to strengthen their omnichannel business. This has inspired them to put a greater focus on their app for their business & marketing efforts.

"Evaluating the performance of our campaigns was much easier after implementing W2AC. With our app growing so fast, we are happy to be able to make more data-driven decisions now."

Kananda Ramos, Paid Search & App Specialist, G-Star RAW

"Next to having more insights on our app performance, the app conversion signal will also be included in Smart Bidding. In this way we are able to scale our performance budgets in a more efficient way."

Bianca de Bruijne, Paid Search Lead, G-Star RAW

2x	3.2x	69%
App CVR after W2AC Implementation	**Higher ROI** after W2AC Implementation	**Lower cost per acquisition** of App vs mWeb

Google Ads