

Think with Google

# Are your product feeds stuck in the past?

Insights from Jysk



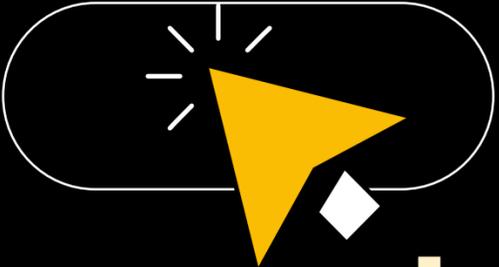
## The Story

The way consumers search and shop is agile and fluid, but what if your product feeds aren't built to match?

Jysk sought to solve this challenge.



## The Challenge

Jysk wanted to build a playground where  its team could experiment with  what connected most  with consumers in their feeds.

# The Solution

Using its existing data, the team were able to trial which things consumers most wanted to see:



Customer reviews and star ratings



Different specs or titles



Enhanced lifestyle images and videos



## The Results



**20 million  
extra clicks  
on ads**



**A Global  
Search Award**

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