E-COMMERCE CASE STUDY

Catalog Optimization & Migration Support for a D2C Brand Scaling Internationally

Service: eCommerce Catalog Management
Engagement Type: Project-based + Retainer
Platform: Shopify + Google Merchant Center
Region: US & UK (cross-border sales)
Catalog Size: ~600 SKUs (high-variant catalog)

Client Background

The client is a **direct-to-consumer (D2C) brand** selling lifestyle and consumer products, operating primarily on **Shopify** and scaling into international markets (US → UK).

Key characteristics:

- High-quality products
- Strong paid marketing spend
- Variant-heavy catalog (size, color, bundles)
- Lean internal eCommerce team

The Business Challenge

Despite strong traffic and marketing investment, the client was facing **conversion and operational bottlenecks** tied to catalog quality and structure.

Key issues included:

- Poorly structured product variants
- Inconsistent product titles across collections
- Attribute mismatches between Shopify and Google Merchant Center
- Frequent disapprovals in shopping ads due to data quality issues
- Slow rollout of new SKUs and bundles

These challenges led to:

- Wasted ad spend due to disapproved listings
- Lower conversion rates on product pages
- Delays in launching new product variants
- Internal team spending excessive time fixing catalog issues instead of growth

Objectives

The client needed a partner who could:

- Clean and restructure the existing catalog
- Improve product data quality for ads and SEO
- Support international expansion requirements
- Enable faster SKU and variant launches

Maintain ongoing catalog hygiene

Our Approach

Outsure Global was engaged to handle **catalog restructuring, optimization, and ongoing support.**

Catalog Structure Review & Audit

Tools & methods used:

- Shopify Admin catalog export
- Variant structure analysis
- Google Merchant Center diagnostics
- Manual review of product feeds

Key findings:

- Variants incorrectly split across multiple products
- Missing or non-standard attributes required for shopping feeds
- Inconsistent naming conventions impacting both UX and ads

Variant Restructuring & Normalization

Execution Steps:

- Consolidated variants under correct parent products
- Standardized option naming (Size, Color, Pack, etc.)
- Ensured consistent SKU mapping across variants

Tools used:

- Shopify bulk editor
- CSV-based bulk imports
- QA checklists for variant inheritance

This reduced:

- Duplicate listings
- Inventory sync issues
- Customer confusion on product pages

Product Data Optimization (SEO + Ads)
We Optimized:
- Product titles for clarity and search intent
- Descriptions with structured sections (features, usage, care)
- Image alt text and metadata
- Required attributes for Google Merchant Center

Tools used:
- Shopify Admin
- Google Merchant Center diagnostics
- Spreadsheet-based attribute trackers

International Catalog Readiness
To support US → UK expansion, we:
- Reviewed currency and pricing logic
- Ensured region-appropriate product information
- Validated tax and shipping-related attributes
- Checked feed compliance for international ads

Ongoing Maintenance & Support
Under the monthly retainer, we handled:
- New SKU and bundle launches
- Catalog updates tied to campaigns
- Feed monitoring and fixes
- Periodic catalog audits
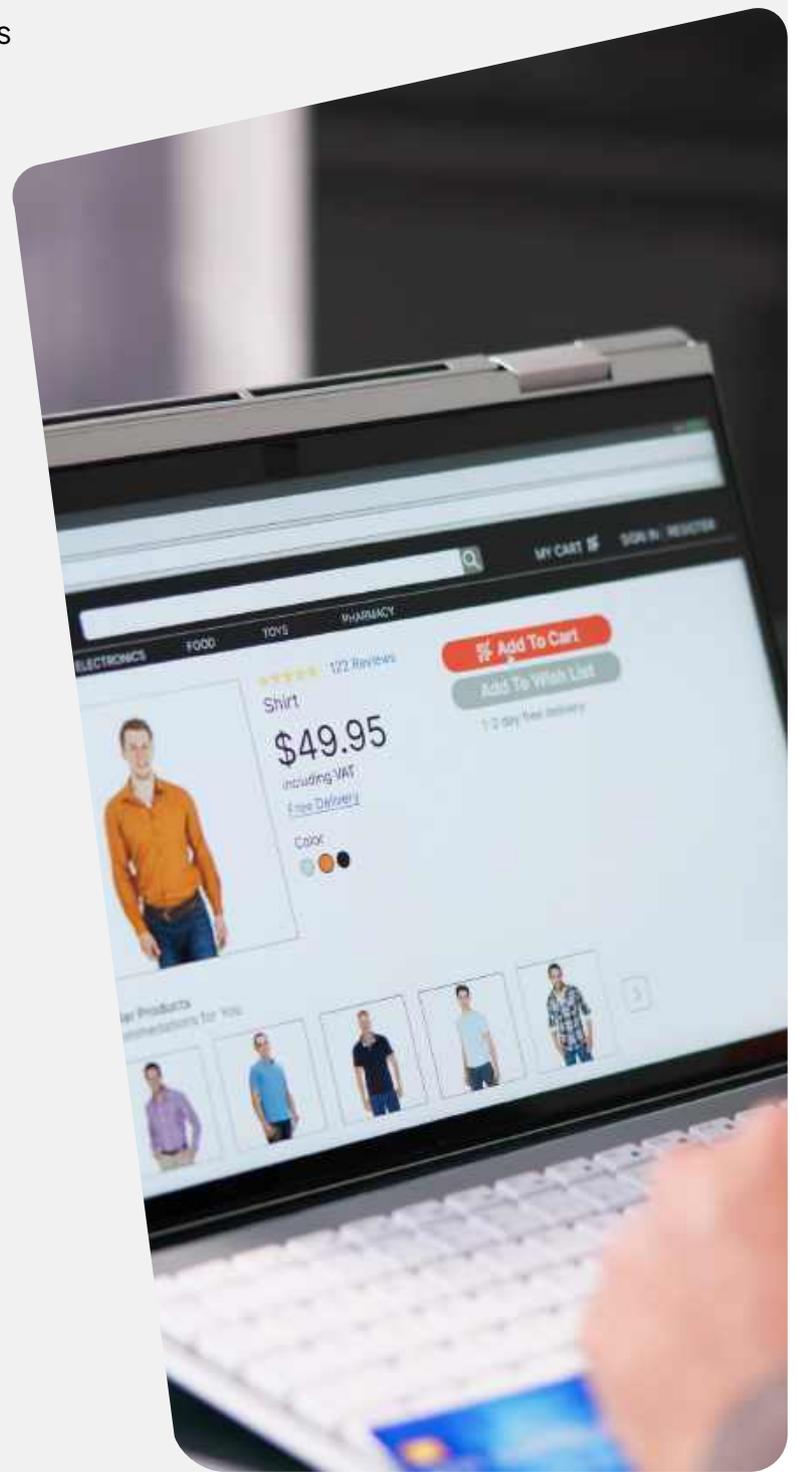
Scope of Work

- Catalog audit and restructuring
- Variant and SKU normalization
- Product data optimization
- Feed compliance support
- Ongoing catalog maintenance

Results Achieved (First 60-90 Days)

- **Improved catalog structure and clarity**
- **Reduction in Google Merchant Center disapprovals**
- **Faster launch of new products and bundles**
- **Reduced dependency on internal team for catalog fixes**

The client was able to:
- Scale ad campaigns more confidently
- Improve product page consistency
- Focus internal resources on growth and marketing