

greyturtle

Case Study

How Better Product Data Tripled ASL's Monthly Online Sales

Adaptation Supplies Ltd × Greyturtle

AT A GLANCE

The Headlines

3×

Monthly Revenue

Ecommerce revenue tripled over 12 months

12mo

Timeframe

Full transformation delivered within one year

1-2

Days/Month

Expert work applied – no inflated retainer

Client: Adaptation Supplies Ltd (ASL)
Sector: Mobility & bathroom adaptation equipment
Sells: B2B and B2C via Shopify and eBay

Service: Product data optimisation, Google Shopping feed management, eBay store optimisation
ROAS: Significantly improved across Google Shopping campaigns

The Client



Adaptation Supplies Ltd sells mobility and bathroom adaptation equipment to both trade customers and members of the public across the UK. Their Shopify store runs alongside an eBay presence – two routes to market that weren't performing anywhere near their potential when they first came to Greyturtle.

ASL is the kind of business that does exactly what it says. The products are genuinely useful, the range is solid, and the people running the company know their market inside out. What they didn't have was the product data infrastructure to make Google – and eBay – take notice.

Greyturtle became ASL's full digital marketing partner, handling PPC, SEO, and website alongside the product feed work – all at a price structured for a growing SME rather than a corporate budget.

THE CHALLENGE

A Catalogue Full of Problems

When ASL's product catalogue was originally imported from eBay into Shopify, it brought a set of compounding problems that were silently costing sales every single day.



Missing Identifiers

GTINs and MPNs — the unique product identifiers Google uses to match products to relevant searches — were absent entirely from the catalogue.



Outdated Imagery

Some images were outdated; others were simply unclear. In a category where customers need confidence before buying, poor visuals cost real sales.



Poor Titles & Descriptions

Product titles were inaccurate and written for marketplace browsers, not search algorithms. Descriptions were thin, missing the technical detail that Google Shopping rewards.



Double-Platform Workload

Managing Shopify and eBay separately meant every product update had to be made twice — eating into time that could have been spent growing the business.

THE APPROACH

Working Smart, Not Just Fast

With a limited budget available, the priority was to identify where commercial impact would be greatest – and start there.



Audit & Prioritise

Data analysis of ASL's catalogue alongside competitor websites and bestseller data to identify the highest-return products to optimise first.



Optimise Data

Researched and added correct GTINs and MPNs, rewrote titles to be search-optimised and accurate, and rebuilt descriptions with structured product detail.



Source Images

New images were sourced to replace anything unclear or out of date. Pricing was also reviewed and corrected to keep ASL competitive.



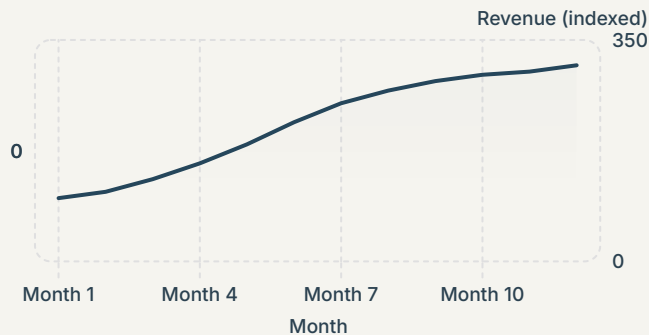
Integrate Platforms

Set up a CedCommerce integration to connect Shopify and eBay directly – product data managed in one place, flowing automatically to both channels.



Measurable Results That Speak for Themselves

Over 12 months, ASL's monthly ecommerce revenue tripled — driven entirely by better product data, a cleaner shopping feed, and a more efficient two-platform operation.



Illustrative trajectory of monthly ecommerce revenue growth over the 12-month engagement (indexed to Month 1 = 100).

Revenue Tripled

Monthly ecommerce revenue grew 3x over the course of 12 months — the direct result of better product data across both channels.

ROAS Significantly Improved

Each pound of ad spend worked harder than before — Google Shopping campaigns delivered meaningfully more return per pound invested.

Team Time Freed Up

The Shopify-eBay integration eliminated duplicate data entry, freeing ASL's team to focus on the business rather than on data maintenance.

Lean Engagement

Achieved working just one to two days per month on product data. No inflated retainer — just consistent, expert work in the right places.



CLIENT TESTIMONIAL

What the Client Said

“

"Amazing service. Cath has been integral to the growth of our online sales. I feel she is part of the team."

Andrew Wood

Owner, Adaptation Supplies Ltd

”

This result was achieved with a budget and engagement model structured for a growing SMB – proving that smart, prioritised product data work delivers outsized returns regardless of business size.



Ready to Talk? Is Your Product Data Holding You Back?

If your products aren't reaching the right customers on Google Shopping or eBay, the issue often isn't your ads budget – it's your product data. Algorithms need accurate identifiers, structured titles, and complete information to match your products to the searches that matter.

Greyturtle takes a data-driven, prioritised approach to product feed optimisation – so even with a modest budget, you see results where they count most.

No hard sell. No long-term commitment.

Just an honest conversation about what's possible. If your Google Shopping results aren't reflecting the quality of what you sell, we'd love to take a look.

Email Us

01928 391 273

Greyturtle is a Cheshire-based digital marketing agency serving ambitious businesses across Manchester, Liverpool, the Wirral, and beyond.

