



How the Endeavour Group Transformed Its Google Shopping Performance for Maximum Impact

About Endeavour Group

The Endeavour Group (EDG) is Australia's biggest retail drinks network, with Dan Murphy's and BWS leading the way in alcoholic beverages. It offers a wide range of wines, spirits, beers, and premixed drinks. Dan Murphy's has 272 stores across the country and is a well-known name in liquor retail. Since launching its online platform in 2011, the retailer has made shopping easy with options like home delivery and in-store pickup. Dan Murphy's caters to everyone—from bargain hunters after great deals to those looking for premium drinks.

BWS operates 1,456 stores nationally. It has a well-established online platform accessible via its website and mobile app, which offers a user-friendly experience for purchasing an extensive selection of alcoholic drinks.

The Challenge

When BWS joined EDG, it became evident that their product feed solution was creating significant challenges with inaccurate data, stock discrepancies, and outdated information. Data quality was poor and many product attributes were missing. There were also challenges with Google Merchant Centre (GMC), as BWS received frequent account warnings and product disapprovals.

The Intelligent Reach Solution

BWS recognised the success Dan Murphy's had with Intelligent Reach since onboarding in 2018. Facing their own challenges, BWS switched providers and adopted the Intelligent Reach platform, integrating several key modules to enhance their operations.

With the Data Management module, BWS product data feeds were optimised, and any missing or broken product attributes were easily identified and fixed. Automated rules now ensure updates to prices and stock levels or product descriptions are instantly applied, cutting down on errors and discrepancies. These rules are customised for different channels so BWS and Dan Murphy's can target specific campaigns more effectively. This enables the company to derive more value from its ad spend and achieve a greater ROI.

The integration of Google's Regional Availability and Pricing module (RAAP) into its product data, enhanced Shopping Ads immediately. As a result, BWS can display product availability and variable pricing relative to customers' preferred regions, leading to an instant increase in the number of products displayed.

“We fixed about 40% disapproval in GMC and added 30% more products during the transition.”

Anthony Cooper

Marketing Manager,
Adtech

Integrating with the Intelligent Reach platform also supported both Dan Murphy's and BWS with their store-level inventory modules, including Local Inventory Ads (LIAs).

The Experiments module was implemented by Dan Murphy's to enable continuous testing of different feed setups, such as titles, images, and descriptions—to find out what works best with its audience. By focusing on the elements that perform well, Dan Murphy's has boosted its click-through rates and conversions while cutting down on wasted ad spend. Real-time insights make it easy to adjust campaigns on the go, avoiding lengthy trial and error processes. Lessons learned from experiments can then be applied across the entire Dan Murphy's and BWS catalogues as well as multiple platforms to reach the right people at the right time and drive better results.

These modules make it easier for BWS and Dan Murphy's to optimise its product data for better visibility and relevance, helping to grow both online and in-store sales while improving the shopping experience.

“Our CSM Sathish's over and above support has been outstanding and a great benefit. The Intelligent Reach team has such expert knowledge around feeds and EDG has been able to leverage that internally.”

Anthony Cooper

Marketing Manager,
Adtech

The Results

Just like Dan Murphy's original integration, BWS experienced a smooth and hassle-free onboarding process. Right away, they saw a surge in traffic, enhanced performance, and a noticeable reduction in GMC disapprovals.

Results over the three months following the integration compared to the three months prior were impressive, showing:

+152%

Impressions

+182%

Clicks

+275%

Conversion Rate

+314%

Return on AD Spend
(ROAS)

"Intelligent Reach has played a crucial role in driving more traffic to our campaigns and delivering incremental revenue. During Cyber Week FY25, their feed optimisation strategies helped us dominate search results for Black Friday-related keywords. This led to a 63% increase in traffic and a 10% boost in revenue compared to the previous year. Their seamless feed management solution and highly responsive team—especially during peak seasons—have been key contributors to our continued success."



Yuvaan Malkani

Senior Performance Manager,
Atomic

Next Steps

Thrilled with the results, the EDG team signed a group contract following the success with BWS and Dan Murphy's. Looking ahead, the company plans to roll out the Intelligent Reach platform across its entire portfolio.

They're set to streamline their process by transmitting data to Intelligent Reach via API, ensuring product information is sent directly to online channels like Google Shopping, Meta, and more, quickly and effortlessly. With real-time updates, listings will always be accurate, creating an even smoother, more seamless selling experience.

Interested in getting started? Reach out today!

Schedule a demo to see how Intelligent Reach can help your ecommerce site and receive a free site audit.

[Book a Demo](#)



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