

STYLITICS

CARL'S
GOLFLAND

WITH STYLITICS CATALOG ENRICHMENT

Carl's Golfland Improved Google Shopping Performance

Customer: Carl's Golfland

Industry: Sporting Goods (Golf Specialty)

Challenge

Carl's Golfland is a specialty golf retailer that sells equipment, apparel, and footwear, where product discovery, particularly in Google Shopping, relies heavily on detailed, accurate product attributes (e.g., category, color, fit, and use case).

The team was looking to improve product visibility and performance in Google Shopping, and wanted to understand whether enhancing product metadata could drive meaningful gains in traffic quality and conversion efficiency across all product categories.

Key Challenges:

- Limited product attributes**
 Existing product data lacked the depth needed to fully capture key characteristics (e.g., fabric, fit, style, and use case), limiting how products matched to relevant search queries.
- Improving product discoverability**
 The team wanted to ensure more of its catalog surfaced across high-intent Google Shopping searches to improve reach, engagement, and conversion performance.
- Validating the impact of enriched metadata**
 Carl's Golfland needed a clear, data-driven way to measure whether improving product data would translate into performance gains.



Enriched Attributes

Ready for Activations

Pattern	Abstract Print
Fit	Regular Fit
Size	XS, S, M, L, XL
Length	Standard
Style	Golf / Sporty
Neckline	Polo Collar
Occasion	Activewear
Sleeves	Short Sleeves
Embellishments	All-Over Print
Demographic	Adult Men
Material	88% Polyester
Features	Breathable
Care Instructions	Machine Wash

Solution

Stylitics partnered with Carl's Golfland to run a 6-week A/B test within Google Merchant Center, designed to isolate the impact of enriched product metadata on performance.

GMC A/B test methodology:

- 1. Controlled A/B Test Structure:** The product catalog was split into test and control groups to measure performance differences attributable to enrichment.
- 2. Metadata Enrichment for Google Merchant Center:** Stylitics applied structural (e.g., color, category, fabric, fit) and contextual attributes (e.g., occasion, themes) to better align products with shopper search intent, improving visibility in relevant queries.
- 3. Performance Measurement:** The test evaluated key Google Shopping metrics, including clicks, conversion value, and return on ad spend (ROAS).

This approach gave Carl's Golfland a clear, data-driven path to validate the impact of Catalog Enrichment before expanding into a full program.

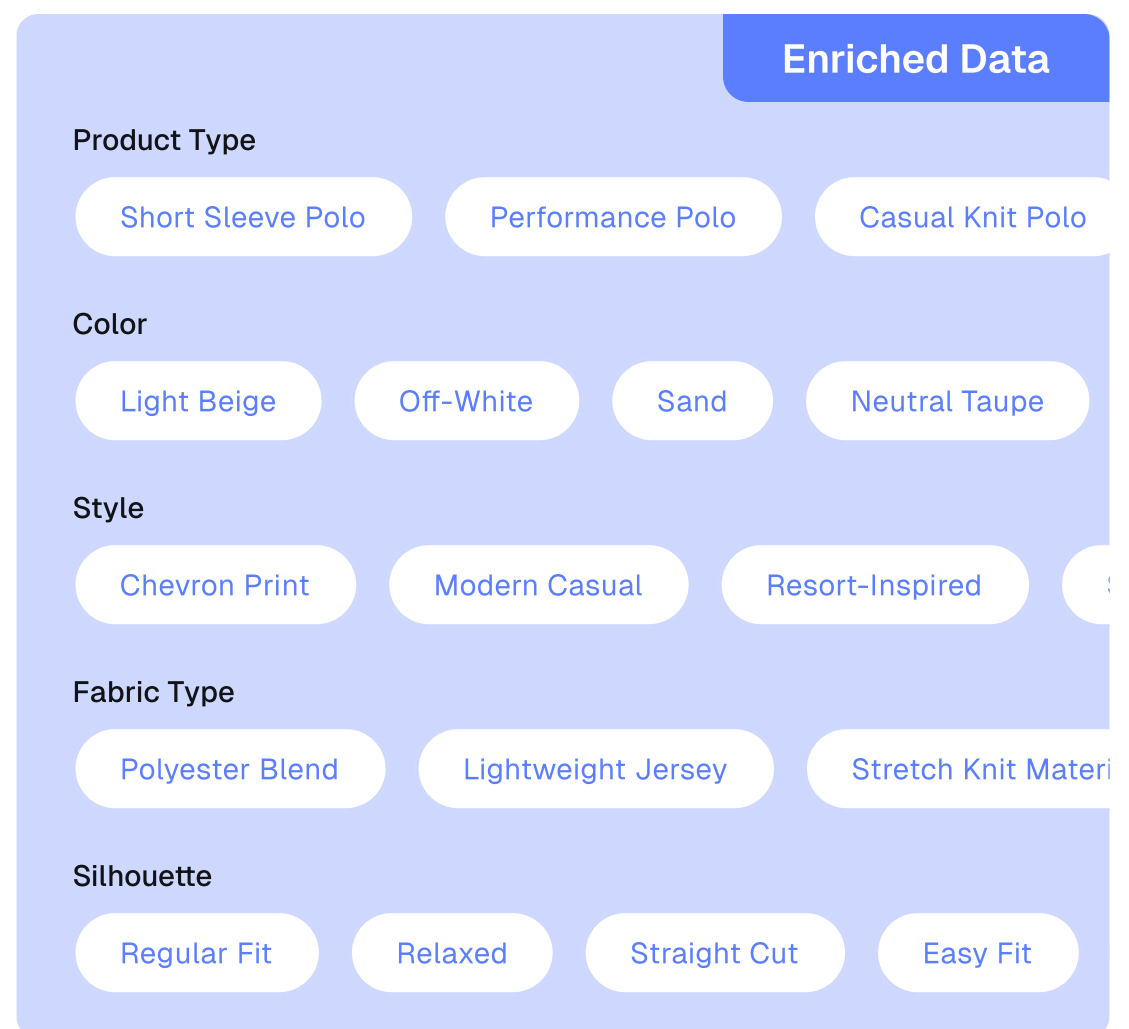
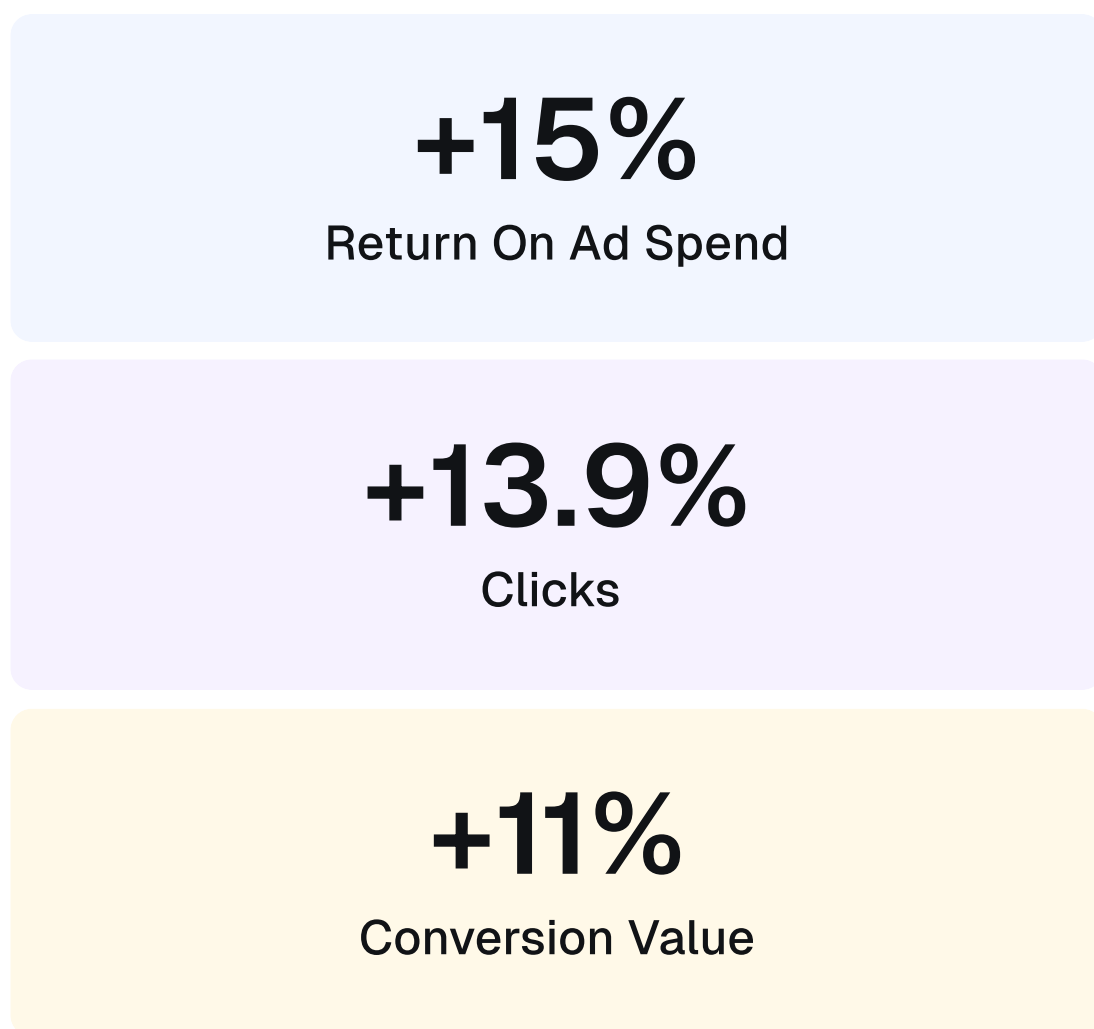
"Stylitics catalog enrichment has helped us improve product visibility on Google Shopping for our footwear and apparel categories. These categories have a lot of noise and high competition. Now we're seeing increased traffic, clicks and overall site conversion."

Scott Morrow, Director of Ecommerce,
Carl's Golfland

Results

The test delivered meaningful improvements in both efficiency and revenue contribution from Google Shopping:

Key Results:



By enriching product metadata to better align with shopper search intent, Stylitics improved how products surfaced in relevant Google Shopping queries, driving more qualified clicks and higher conversion rates, which ultimately increased ROAS by +15%.

Looking Ahead

Following the success of the Catalog Enrichment beta, Carl's Golfland converted the test into a year-long program. Stylitics now supports 100% of the Carl's Golfland catalog with enrichment, giving the team a scalable foundation to continue improving discoverability and Google Shopping performance.



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