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**“Google Product Search is an essential tool in the belt of all internet retailers.”**

**Michael Kearns**  
Chief Technology Officer

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#### ABOUT GOOGLE CHECKOUT

Google Checkout™ is a fast, convenient checkout process. Online merchants use Checkout to process orders and charge their customers' credit or debit cards. Shoppers can make purchases quickly and securely, using a single username and password. Checkout also works with Google's search advertising program, AdWords, to help merchants increase sales and minimize expenses throughout the online sales and marketing process.

For more information visit  
<http://checkout.google.com/sell>.

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#### ABOUT GOOGLE PRODUCT SEARCH

Google Product Search™ is a free and powerful way to access the largest collection of buyers and sellers on the web. Sellers use Google Base™ to submit their products, which then appear when shoppers type related search terms into Product Search. Product Search integrates with Google Checkout, displaying the Checkout badge and allowing users to filter their searches to see Checkout merchants only.

For more information, visit  
<http://google.com/products>.

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## JustBats.com and BeAPro.com score 80 percent of all sales by teaming with Google

When it comes to America's favorite pastime, professional and weekend athletes tend to take their equipment very seriously. Bats have come a long way since the original Louisville Slugger, with players demanding certain types of materials, weight, and size. Luckily, there's JustBats.com and BeAPro.com.

For the past eight years, JustBats.com and BeAPro.com, based in Kansas City, MO, have been appealing to every player's inner Babe Ruth with an enormous catalogue of sporting equipment. According to Chief Technology Officer Michael Kearns, service is the company's number one priority. “Our mission is to create customers for life by offering 110 percent satisfaction in every transaction,” he says. “With Google Product Search and Google Checkout, we're continually attracting new customers, and we're seeing a lot of repeat business.”

#### Solutions that fit like a glove

Kearns explains that three years ago, the company was looking for a cost-effective web marketing campaign that would drive new and repeat customers to its sites. Business is seasonal and the staff is small, so the firm's resources were devoted largely to operations. To bolster its in-house marketing resources, the company turned to Google to attract visitors year-round. The ideal marketing program would provide measurable results and instant data reporting to help the team determine and refine its web-marketing effectiveness.

To reach a wider base of ball players, Kearns and his colleagues began promoting their products on Google Product Search, a service that allows BeAPro.com to display their complete catalog to customers who are actively searching for sporting goods. “As an e-commerce company, Google was always on our radar,” he admits. “We knew that adopting the wildly popular Google Product Search would translate into increased traffic and conversion rates for us.” Of course, he notes, it helps that Google Product Search is a free service for businesses, with no fees for listing products. “Google Product Search is an essential tool in the belt of all internet retailers,” adds Kearns.

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**“As an e-commerce company, Google was always on our radar. We knew that adopting the wildly popular Google Product Search would translate into increased traffic and conversion rates for us.”**

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#### Teaming with consumer confidence

With customer service a priority, the company turned to focusing on an easy checkout option that would eliminate the hassle of the time-intensive ordering process. Kearns had recently bought something online from a site that offered Google Checkout. His attention riveted, he then began perusing a host of Google blogs to find out more.

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#### Who they are

**JustBats.com and BeAPro.com**  
Kansas City, Missouri  
One-stop online shop for baseball and softball equipment

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#### What they needed

- To drive more traffic and increase repeat business
  - To boost conversion rates
  - To reduce costs
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#### What they did

- Launched Google Checkout on JustBats.com to enhance consumer confidence and convenience
  - Promoted BeAPro.com's products on Google Product Search to boost traffic and generate leads
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#### What they accomplished

- **Drove traffic:** Google Checkout and Google Product Search substantially increased traffic to site
  - **Increased sales:** Eighty percent of overall sales originated from Google
  - **Increased margins:** Eliminated transaction processing charges
  - **Won over consumers:** Customers feel more confident using Google Checkout – a fast, secure, and convenient checkout option
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Providing an easier, streamlined purchasing process for buyers made perfect sense to Kearns and his colleagues. Soon after, JustBats.com added the zero-transaction-fee Google Checkout. “We support technology that makes life easier and allows transactions to be completed in the least amount of steps,” he says. With a single login, customers can shop with confidence with fraud-protection measures built in for both consumers and merchants.

#### Pitch-perfect results

Just two minutes after adopting Google Checkout, JustBats.com received its first order using the flexible checkout option. After a full month of implementation, the company experienced a dramatic surge in unique visitors who were attracted by Google Checkout's convenience and risk-free shopping. Kearns predicts that traffic will double every year because of the confidence that goes hand-in-hand with the Google brand.

JustBats.com and BeAPro.com have also seen a marked lift in traffic and conversion rates. Eighty percent of all product search results originate from Google, says Kearns. Kearns foresees an overall trend of rising traffic, year after year, thanks to the winning lineup of Google solutions.

