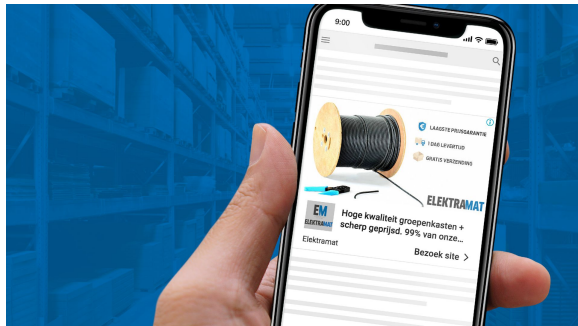




How a market leader hit aggressive growth targets in a saturated market and outperformed search campaigns with Smart Display

ELEKTRAMAT

Elektramat.nl
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The challenge

After reaching maximum impression share with search and shopping campaigns, Elektramat was looking for new ways to attract customers in order to meet aggressive growth targets. In the past, Elektramat had tried a range of manual approaches on display.

The approach

As Elektramat had great success with smart bidding strategies for search and shopping campaigns, senior management was willing to give Smart Display a try. A target CPA was calculated in order to use the budget efficiently and serve relevant ads to potential customers. In addition, the account was switched to a data-driven attribution model in Google Ads on order to measure the true impact of Smart Display.

The results

By implementing Smart Display, Elektramat was able to scale their ability to drive performance through Google Display Ads, to reach new customers. Compared to their manual display campaigns, the revenue was 6300% higher with a positive ROAS of 850%. Smart Display turned out to be the linking pin between advertising channels in the customer journey. Ultimately, Elektramat managed to meet and even surpass their aggressive growth targets.

Product features

- › Smart display campaign
- › Target CPA
- › Responsive display ads
- › Data-driven attribution

“We achieved incredible results in terms of assisted conversions and revenue with the Smart Display campaigns, it even outperformed our search campaigns! We are more than happy with the impact of Display advertising as part of our marketing mix.”

—Ruud Pierik, Owner & Director Elektramat

9%

Higher ROAS
than search

85%

Lower CPA
than manual
display

6300%

Increase in
display sales
vs. manual

Google Ads

adwise
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