CASE

fietsenwinkel.nl

Background

Fietsenwinkel.nl is part of the International Bike Group and is the prime omnichannel bike retailer in Europe. Fietsenwinkel.nl is ambitious and these ambitions are also reflected in the AdWords campaign.

ADchieve develops automation solutions for advertising in search engines such as Google. On a daily basis, ADchieve creates advertisements in Google for millions of products. ADchieve focuses on paid text ads in Google as well as the Google Shopping results.

Challenges

On the one hand Fietsenwinkel.nl aims at large and scalable campaigns, but on the other it also wants its campaigns to be very relevant. This relevance should result in high quality scores, high CTRs, the right bids and an optimal return for both the text ads and the Shopping campaigns. The objective of Fietsenwinkel.nl is to achieve this scalability and relevance through automation. For the automation of its campaigns, Fietsenwinkel.nl collaborates with ADchieve.

Solution for text ad campaigns: relevance through segmentation of advertisements

The basis for the entire campaign structure of Fietsenwinkel.nl is formed by the product feed of Fietsenwinkel.nl. All different types of campaigns, from bicycle model to frame size, are dynamically translated to AdWords. New models, series and sales promotions are kept up-to-date.

Campaigns aren't just scaled up via the feed, though. Advertisements are made more relevant through a continuous process whereby keywords are being segmented into their own ad groups. This segmentation process is also automated. The underlying advanced algorithm analyzes which search terms within an ad group belong together and which ones have enough volume and perform sufficiently well to be placed within their own ad group.

In addition, Fietsenwinkel.nl has the possibility to customize the copy of each text ad. In the background, the newly created advertisements remain linked to the "mother" ad. If adjustments are made to the feed, such as changes in (minimum) prices, they will also be incorporated in the segmented "daughter" ad groups via the mother.

Results

Since the implementation of this application, the manual segmentation process has improved. Not only has a lot of time been saved in managing the campaigns, the return has also increased significantly. Specific results that can be shared are:

23% higher CTRs

14% better Quality Scores

36% more search volume

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