

CASE STUDY

Berge & Meer uses conversion probability predictions to increase marketing efficiency in Search Ads 360 campaigns



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“Digitl was able to help us identify opportunities to focus our budget on valuable campaigns and users, and the use of their expertise across the GMP tech stack was key to our success. The results speak for themselves, with our branded search campaigns returning a ROAS well above our target.”

Johannes Grandmontagne | Head of Online Marketing

www.berge-meer.de | www.digitl.net

The Challenge

Berge & Meer Touristik offers all-inclusive travel experiences around the world. Following the Coronavirus outbreaks in the last few years, the business shifted its budget to valuable campaigns and users. Digitl's in-depth analysis identified a clear opportunity to define, create, and target valuable audience lists using onsite conversion behavior data.

The Approach

Google Analytics raw data was exported to Vertex AI workbench via BigQuery. Using correlation analysis, the most relevant features were selected. The model performance was evaluated using unseen test data and deployed. Digitl automated the analysis and data import from BigQuery to GA360. Berge & Meers' user journey stages were reflected in specific prediction scores and used for audience creation. The audiences were synced with Google Ads and monitored in the new Search Ads 360 audience manager. The SA360 campaigns used a Revenue bid strategy for ROAS optimization, custom floodlight columns, and a Data-Driven Attribution model.

Partnering with Digitl

Active since 2022, Digitl helps digital companies set up and leverage marketing technology. Services are provided in the areas of digital analytics, ad technology, data science, and marketing intelligence. With professionalism and quality, Digitl provides clients with optimal technical services tailored to their digital business goals.

The Results

The automated conversion probability approach provided Berge & Meer with an always-adopting data-driven solution to audience building. In addition, the user funnel stage categorization helped align it with marketing strategies and made it easily applicable. These audiences had an outstanding impact on search branded campaigns, returning a return on ad spending (ROAS) above 3500% in various scenarios, well above the target ROAS target of 1000%. To date, the CPP audiences have been applied to several search campaigns, contributing to overall revenue performance and continuing to target valuable users.

>3500%

Return on ad spending in search branded campaigns

Integrations used

