



MOVU increases their conversions thanks to Smart Bidding



Switzerland's leading moving platform

Zurich, Switzerland • [movu.ch](https://www.movu.ch)



About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance and trusted results to help you grow your business. Learn more at ads.google.com/home.

© 2019 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.

The Challenge

MOVU felt that their manual optimization approaches were time consuming and not enabling them to meet their ambitious growth goals. In close collaboration with their agency Wortspiel and their Google Account Manager, MOVU decided to test Smart Bidding against their manual bidding performance.

The Approach

After a successful test on their most important sub-market, MOVU decided to go "all in" and switch their campaigns completely to Smart Bidding. To assist the automation the client's agency Wortspiel reduced MOVU's number of campaigns from one hundred to less than ten — complemented with a broad-match keyword strategy. The company is now focusing on "cost per acquisition" as a central control variable.

The Result

After assessing performance over a month, MOVU was able to increase conversions by 18% while simultaneously significantly reducing their acquisition costs by 32%.

Due to embracing automation, MOVU has been able to achieve their ambitious growth goals and Wortspiel has been able to use the freed-up time to focus on more strategic initiatives.

Product features

- › Target CPA
- › Keyword Expansion
- › Remarketing Lists for Search Ads
- › Similar Audiences for Search

"Google Ads is an important performance channel for MOVU. I'm glad that Smart Bidding works for us and keeps our backs free. A headache less!"

—Hannes Sturzenegger, CMO

+18%

Conversions

-32%

Cost per Conversion

-20%

CPC

*Q1'19 vs. Q1'18