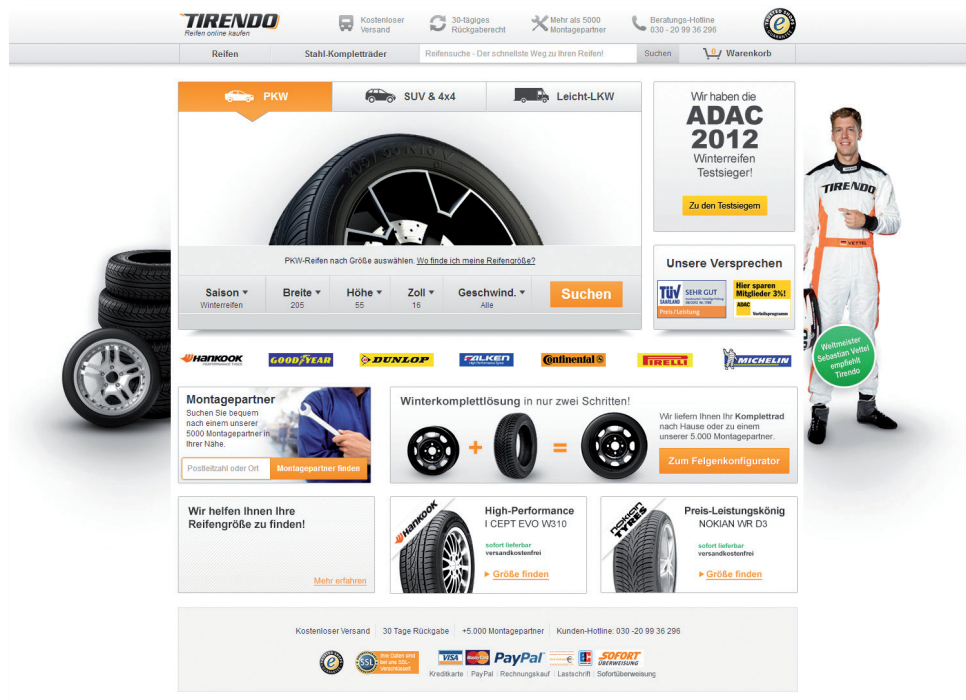


Tirendo has increased its sales by 22% thanks to remarketing lists for search ads



- New AdWords function: Remarketing lists for search ads
- 161% rise in conversion rate
- CPO reduced by 43%
- Increase in turnover of 22%

Start-up company Tirendo implemented the remarketing lists for search ads feature in AdWords very early on to target potential customers through Google searches. This enabled them to increase their conversion rate by 161 per cent while reducing costs per order by 43 per cent.



Compared to normal SEM campaigns, conversion rate was increased by 161 per cent. At the same time, CPO was reduced by 43 per cent. It feels as if Google has opened up a completely new marketing channel. We are extremely satisfied with the results.

Thomas Kay,
Senior SEM Manager,
Tirendo Europe

Founded in 2011 and launched in March 2012, Tirendo Deutschland GmbH is a pan-European online tyre trader offering branded tyres at competitive rates thanks to its passionate, innovative approach. In order to provide customers with the best possible service, tirendo.de relies on a dynamic team of experienced industry experts and e-commerce specialists. In addition to tyres, it also offers complete wheels and acts as an agency for partner companies offering assembly services. A central advertising tool on its online platform is search engine marketing and the majority of its online marketing budget is invested in this. “We have created a very granular campaign structure for Tirendo in order to gain optimum performance,” explains Silke Grauenhorst of Project A Ventures, a business incubator providing Tirendo with support in its start-up phase. “Virtually every possible combination of tyres, brands, models and tyre sizes is implemented as a keyword,” adds Thomas Kay, Senior SEM Manager at the Berlin-based tyre company.

Higher bids for more valuable customers pay off

In order to target potential customers directly and more specifically, Tirendo uses the remarketing lists for search ads AdWords feature, known as RLSA for short, in Google searches. “Implementation was very simple. We took the lists from our remarketing campaign on the Google Display Network (GDN) and implemented it in the RLSA campaign,” explains Thomas Kay. When users who have previously shown an interest in Tirendo search for tyres again using Google, the bids are increased. “We were more than prepared to pay extra for these more valuable customers,” says Kay. A differentiation is made between customers who have a general browse on the homepage and those who search for specific sizes or brands.

161% rise in conversion rate, 43% decrease in CPO

While at the start of the campaign, Tirendo optimised its bids primarily based on ranking, they now increasingly base this on profitability criteria. “The RLSA strategy has already paid off. Compared to normal SEM campaigns, conversion rate has increased by 161 per cent,” says Thomas Kay. “At the same time, costs per order (CPO) have been reduced by 43 per cent.” Overall, using remarketing lists for search ads has led to an increase in turnover of 22 per cent.

Almost no limits to application

“To us, it feels like Google has opened up a completely new marketing channel. We are extremely satisfied with the results. For every AdWords account, I would check whether this would represent a good way to improve campaign results and ultimately increase turnover,” says Thomas Kay of Tirendo. Even Project A SEM expert Silke Grauenhorst sees “practically no limits” to using RLSA, “irrespective of whether you wish to generate leads for partner companies or are running an e-commerce shop.”

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