

# Openbank captured +58% new customers thanks to Smart Structures

**Openbank.** Online bank part of Santander Group present in 4 countries: Spain, Germany, Netherlands and Portugal.

[www.openbank.com](http://www.openbank.com)



## The challenge

Since its international expansion in 2020, Openbank was facing a completely different reality in each of its countries. From Spain and Portugal, where the brand was already well-known, to Germany and Netherlands where the brand lacked of awareness.

In addition, the fact of having granular Search structures resulted in a good opportunity for optimization.

## The approach

Simplifying the structure of campaigns, so that Openbank could start managing all countries with a common and escalable strategy:

- Campaigns and Ad Groups were consolidated (from 14 to 6 and from 48 to 20)
- Broadened keywords and deleted those not having any traffic
- Centralised all account budget through Budget Bid Strategies (Max. Conv.), so that SA360 selected the optimal budget allocation within campaigns
- Used DSA to capture long tail keywords

## The results

Turnaround of performance in Germany\*:

- Boosted the acquisition of new customers in a recently launched country (+58% Conversions)
- Significant decrease in Cost per Conversion (-23% CPA)
- Efficiently covered long tail keywords through DSA (-48% CPA compared to generics campaigns)

After deploying Hagakure in Germany, the client was able to quickly deploy the same strategy in another 2 countries in less than a month

*\* figures of first 3 months vs previous period*



**Openbank** 

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