SUCCESS STORY
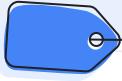
Fiido accelerates European expansion in partnership with Google Shopping (CSS), boosting conversion rate by 35% and ROAS by 60%

Fiido
Electric Bike

The challenge

Fiido, a fast-growing and innovative electric bike company, was determined to establish a leading position in the European Economic Area. Driven by ambitious growth targets, Fiido was constantly looking for new optimisation strategies and growth opportunities to scale its business.

> *PMax and Shopping Campaigns allow us to reach a broader audience, drive targeted traffic, and connect with customers across Europe.*
>
> *Our partnership with the Google Shopping (CSS) team has been key to boosting our visibility, increasing sales, and driving sustainable profit growth in a competitive market.*

Keven Wang
CEO, Fiido Electric Bike

The approach

Fiido partnered with the Google Shopping (CSS) team, working closely with their Account Manager to identify and receive tailored growth strategies. This covered key areas such as Performance Max campaigns, bidding strategies, and Google Merchant Center. Key elements of their approach included:

- **Adopting a Performance Max-first strategy:** Fiido used high-quality assets to showcase their innovative products and build brand awareness. This allowed them to capture conversions across channels, from Search to Display and YouTube.

- **Identifying growth opportunities:** With help from the Google Shopping (CSS) team, Fiido sharpened its focus on the fastest-growing European markets and product categories, using concrete insights to strengthen its market position.

- **Optimising Google Merchant Center (GMC):** Together with the Google Shopping (CSS) team, Fiido identified key optimisation areas within their GMC accounts, focusing on the attributes that mattered most to the business to boost Click-Through Rate (CTR) and Conversion Rate.

by Google

The results

The new strategies, powered by Performance Max and Google Merchant Center insights, delivered immediate and outstanding returns.

Fiido successfully increased high-quality assets in Performance Max campaigns by 200%, scaled its European presence and captured additional market share in key markets.

+35%
lift in conversion rate YoY

+60%
increase in ROAS in key high-growth markets YoY
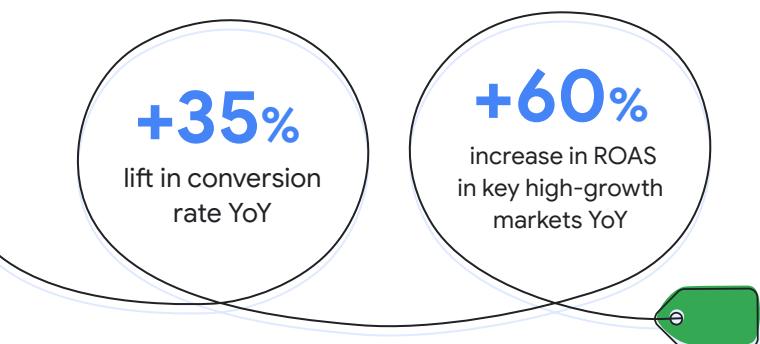
Looking forward

Fiido's success in Europe has established a new benchmark for its global ambitions. The company plans to continue leveraging Google's AI-powered tools and its partnership with the Google Shopping (CSS) team to deepen its presence in current markets and confidently expand into new ones.

Fiido's strategy remains focused on utilizing high-quality creative assets and data-driven insights to maintain a competitive edge and consistently deliver industry-leading innovations for its European customers.

About Fiido

Trusted by over 600,000 riders worldwide, Fiido has been empowering the freedom of electric cycling since 2017. Combining cutting-edge technology, user-centric design, and a robust global supply chain, Fiido makes smart, future ready mobility accessible to everyone.

Rapidly fostering a vibrant global community, Fiido is evolving with every rider—transforming everyday rides to be easier, freer, and greener.

What is Google Shopping?

Google Shopping is Google's CSS and a Premium CSS Partner that helps businesses grow by selling more and better across Europe, delivering outstanding Google quality service.

A Comparison Shopping Service (CSS) is a website that collects product offers from online retailers and then sends users to the retailers' websites to make a purchase. Merchants need to work with at least one CSS to begin placing shopping ads.