

## SUCCESS STORY

SumUp achieves a 20% growth in customer acquisition by adopting automation best practices in Shopping campaigns

**20%**

Growth in customer acquisition from campaigns in Google Ads

**-32%**

Decrease in average cost per new customer acquired



## The challenge

SumUp wanted to grow its client base in multiple countries across Europe. To reach new potential customers, the SumUp team knew they had an opportunity to use different acquisition channels, including Shopping campaigns. Maximising efficiency of its marketing efforts by simplifying and automating its campaigns was also a key priority, particularly given the scale of the business and the planned acceleration in customer acquisition.

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Shopping ads have become an important element of SumUp's customer acquisition strategy, allowing us to showcase our products to merchants across Europe. With Smart Shopping Campaigns we have been able to provide relevant information to many potential clients, which has also helped bring more relevant and engaged traffic to our website.

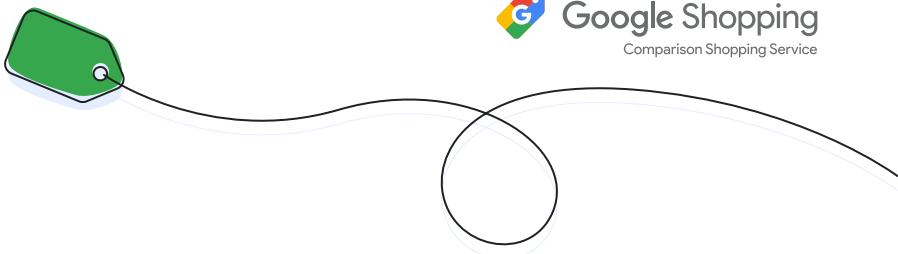
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AFROZA IRIN, LEAD ONLINE MARKETING (EUROPE) AT SUMUP

## The approach



SumUp worked with the Google Shopping Team to implement a Shopping campaigns strategy that would allow it to accelerate customer acquisition and use automation to optimise its campaigns. First, it decided to optimise its feed on the Google Merchant Center to target its Shopping campaigns on four countries in Europe. Second, it changed its bid strategies from manual bidding, or cost-per-click (CPC), to automated bidding, using target ROAS for Shopping campaigns. Finally, the teams worked together to switch all standard Shopping campaigns to Smart Shopping Campaigns, maintaining its focus on customer acquisition.



## The results

After implementing the new Shopping campaigns strategy, SumUp was able to increase customer acquisition from campaigns in Google Ads by 20%. By adopting automation best practices and Smart Shopping Campaigns, it was also able to lower the average cost per new customer acquired by 32%.



## Looking forward

In partnership with the Google Shopping Team, SumUp is now expanding its Smart Shopping Campaigns across nine countries in Europe, continuing to focus on feed optimisation and automation.

### About SumUp

SumUp is a financial technology company that helps businesses of all sizes receive payments quickly and simply, both in-store and online. Named as Europe's fastest growing company in the 'Inc. 5000', SumUp has over 5,000 companies joining its platform every day, with its card terminals relied upon by over 2 million businesses globally. The company surpassed €200 million in revenue in 2019.

SumUp offers its services and products across Europe, the United States, Brazil, and Chile. In Europe, SumUp has partnered with the Google Shopping Team to run Shopping campaigns in the UK, Germany, France, Italy, Spain, Switzerland, Hungary, Czech Republic, and Poland.

## 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.

