

SUCCESS STORY

Scaling Profitable Demand: How Teufel Increased Conversion Value by 18% in Partnership with Google Shopping (CSS)



The challenge

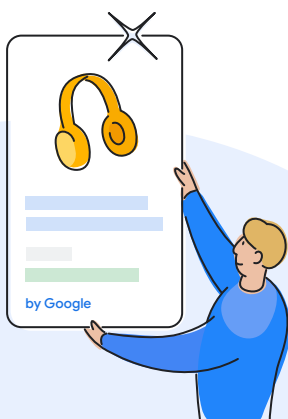
Teufel is a renowned German audio manufacturer whose overarching multi-channel marketing strategy successfully drove solid brand awareness. However, deep-dive insights revealed that our optimisation efforts for Shopping ads were hitting structural budget caps, revealing additional opportunities to increase our share of existing market demand.

“Performance marketing is never truly optimised. By combining our expertise with the Google Shopping (CSS) team's insights, we challenged existing assumptions, uncovered untapped demand and proved that profitable growth can still exist within mature campaign structures.”



Nadine Skolaude

Vice President Performance Marketing
& International Business, Teufel



The approach

As the E-Com Marketing team at Teufel, we lead the brand's digital growth strategy across competitive European markets. To maximise our budget performance, we partnered with the Google Shopping (CSS) team and worked closely with our Senior Account Manager, Noel Bolz, to execute an agile multi-channel strategy.

Key elements of our approach included:



Analysing Growth Opportunities: We combined our own performance insights with recommendations from Google Shopping's (CSS) Growth Opportunity Report to identify additional scaling opportunities within selected high-performing Shopping campaigns through targeted budget expansion.



Optimising Multi-Channel Attribution: Through collaborative data analysis with our Account Manager, we looked closely at cross-channel attribution to evaluate overall media efficiency.



Executing a Data-Driven Optimisation Test: Based on our performance analysis, we identified several high-performing campaigns that consistently delivered a competitive ROAS but were constrained by existing PMax budget limits. To validate the identified scaling opportunity, we launched a targeted optimisation test and strategically lifted these specific caps. This enabled proven campaigns to capture additional existing market demand and drive incremental volume in the categories that mattered most to our business.



The results

By aligning our budget with our profitability and growth objectives, and combining our own performance expertise with additional insights from the Google Shopping (CSS) team, we were able to further scale an already efficient acquisition strategy and strengthen Shopping Ads as a key revenue driver. Our strategic test yielded exceptional results:

- ✔ **Competitive Advantage:** We strengthened our competitive position by fully capturing high-intent search volume.
- ✔ **Scalable Growth:** We unlocked an 18% increase in conversion value during the un-capped phase with similar ROAS, proving the high profitability of the previously restricted demand.

+18%

Increase in
conversion
value



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.

Looking forward

This successful test demonstrated the value of continuously challenging and refining even well-established performance marketing strategies. While Shopping Ads and PMax have long been central components of our conversion architecture, the results highlighted additional opportunities to scale profitable demand through more dynamic budget allocation.

Going forward, we will continue to collaborate closely with the Google Shopping (CSS) team to identify and validate further growth opportunities.

About Teufel

Teufel is a renowned German manufacturer of high-quality audio products, ranging from loudspeakers and home cinema systems to headphones and streaming devices.

Known for engineering excellence and innovation, Teufel delivers premium acoustic experiences directly to music and audio enthusiasts across international e-commerce channels.

