



CASE STUDY

Eneco gains more high-value customers with Target ROAS while lowering CPA by 27 percent

About

Founded in 1995 in Rotterdam, Eneco is a leading player in sustainable energy, offering innovative energy solutions and affordable services to customers in the Netherlands, Belgium, and Germany. Eneco has the ambition to be climate neutral by 2035.

The challenge

The company had used Google Ads manual bidding since 2008. In recent years the company set their focus more on online sales instead of the traditional sales channels. So, they needed a more targeted approach to maximize ad budgets while connecting with high-value prospects.

The approach

Working with digital marketing agency Traffic Builders, Eneco began using Google Ads Smart Bidding strategies in 2018 to maximize conversions.



Eneco

Rotterdam, The Netherlands

www.eneco.com

www.traffic-builders.com

34% boost in target ROAS

27% lower CPA

28% decrease in total account spend

To help them further refine their bid strategy to improve their return on investment, Eneco ran a one-month test in February 2021 with a Target ROAS* (tROAS) bidding strategy to more effectively and efficiently reach their customers. To determine their conversion value goals, Eneco calculated a customer's monthly value based on the contract type selected. "It's a very competitive market, and we need to make sure that we spend our marketing budget in the most effective way. It is very important to use all the data technology offered by Google in the best way to improve our investment," says Robert Verbeek, senior online media specialist at Eneco.

The results

Optimizing for a target ROAS, the company saw a 34-percent increase in return on ad spend and a 27-percent drop in CPA, with a 28-percent drop in total account spend, significantly overshooting their KPIs for cost reductions and improving ROAS.

Delighted with the results, Eneco is continuing to expand its use of value-based bidding, adjusting targets and budgets as needed to drive higher-value conversions. Verbeek is impressed with the outsized impact the Smart Bidding shift has had on performance: "Changing the bid strategy is easy, and it gives you very big results. It fits with our strategy to be more data-driven. I think the bid strategy and our company's strategy really find each other here."

"What we changed within Google Ads is very minor, but has a huge impact on performance. All this technology is available, you just need to give it the right inputs and direction, and then it starts to work for you."

—Robert Verbeek, Senior Online Media Specialist, Eneco

"We understand the opportunities within the Eneco account, so we had a good idea the tROAS bidding strategy would provide successful new ways to reach their customers and target audience more efficiently."

—Elzemie Rietman, Search Engine Consultant, Traffic Builders

*Target ROAS is now known as Maximize conversion value with optional target ROAS.

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