



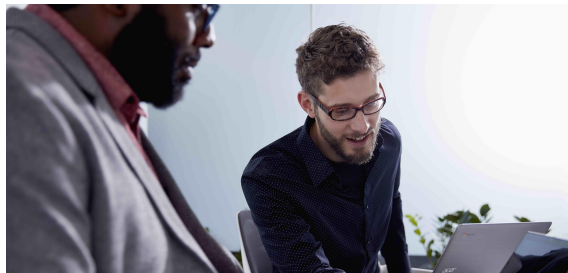
Creditplus increased conversion volume by 10% using first-party data with Smart Bidding



Consumer credit bank

EMEA - Germany • [creditplus.de](https://www.creditplus.de)

Agency Name: hurra.com



The Challenge

Creditplus had been successfully using Smart Bidding to optimize its Google search activity to drive customer acquisition. Due to an increasingly competitive environment, Creditplus wanted to optimize search activity for further growth. To accomplish this, the loans company unlocked the power of first-party data to better understand its customers.

The Approach

Creditplus created a conversion propensity model to estimate the likelihood of a lead turning into a sale. Then, it integrated this first-party sales data through Measurement Protocol in combination with target return on ad spend (tROAS) bidding. This strategy provided an opportunity to improve performance by combining the best of Google technology and durable first-party data.

Partnering with hurra.com: Creditplus partnered with hurra.com to help create and manage the campaigns.

The Results

By measuring the change in performance between its original Smart Bidding activity and the addition of using first-party conversion data, Creditplus was able to successfully reduce its cost per sale (CPS) by 30% while increasing the volume of customer acquisitions by 10%.

“Using our own first-party data for more efficient bidding has enabled us to specifically optimize towards our most valuable customers.”

– Silke Maass, Head of Marketing, Creditplus

“Linking the offline data to the campaigns was important for us to steer the campaigns more effectively. Through great collaboration across all teams, the import was easily done. We’ve seen a strong increase in performance and look forward to the next project.”

– Marcel Schneider, Agency Group Head, Hurra

30%

Decrease in CPS

10%

Increase in conversion volume

Primary Marketing Objective

- › [Grow Online Sales](#)

Featured Product Areas

- › [Lead Gen: Offline Conversion Bidding](#)
- › [Search Smart Bidding \(Cross-MO\)](#)
- › [Lead Gen: Offline Conversion Import](#)



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