

Recognizing industry leaders and their impact in digital marketing



Lead Generation

PREMIER PARTNER OF THE YEAR 2022

WINNER

Hurra Communications 

[Website](#)

Awarded for partnering with clients to generate high-quality leads at scale. The Lead Generation category focuses on helping clients refine their creative, keyword, and audience strategies to acquire high-intent customers. So much goes into reaching the right customers with the right message: One in three shoppers agree that they'd rather buy from a company/brand that provides a wide range of ways to connect with them.*1

The client challenge

Hurra's client wanted to improve its search engine marketing by increasing efficiency and volume at the same time.

The approach

The Team combined their own tailored approach with Google's technology such as Google Analytics 360 with Google Measurement Protocol and tROAS bidding.

The results

Lower CPL (-30%) and an increase in lead volume by 10%.

"We are delighted to have won this prestigious award. It's such an amazing achievement for our team and recognition that our vision of 'building value & growth by connecting digital media, technology and people' is firmly anchored in our DNA."

*Marcel Schneider,
Agency Group Head*

[hurra.com](#) was founded in 1998 and is one of the largest owner-managed, internationally operating digital performance agencies in Germany. The services offered range from SEA, SEO, Online Display and Social Media Advertising to Video and TV media optimization. [hurra.com](#) attaches great importance to holistic consulting and the optimally coordinated implementation of various online marketing measures, thus ensuring sustainable, successful performance in digital marketing. A major strength of the agency lies in the linking of technology and marketing.

Hurra doesn't typically view itself as a classic agency – but rather a strategic consultant and sparring partner for clients. As such, they pride themselves on taking a holistic approach to navigating often-complex online marketing landscapes, and creating the most appropriate strategies.

This includes ensuring that each level of the funnel is clearly defined and tracked as an individual step – and ultimately contributes to the end result. Much of their process involves implementing A/B tests, plus various alphas and betas, which are managed and iteratively improved through best-in-class technology in a way that adds real value for clients. Behind the scenes, the team continually analyses current strategies to ensure they're adopting latest best practices and based on solid data foundations. This meticulous approach is crucial to Hurra's success in a fast-moving digital environment – and ensures their campaigns deliver a consistent and positive impact on clients' business goals.

It also forges a stable framework for further experiments, betas and additional channels. Innovation has a major role to play, of course, and is a key pillar in the agency's ability to maintain long-term relationships with clients. This customer-centric mindset helps make sure every action is taken in the interests of clients, and the specific results they are looking to achieve.