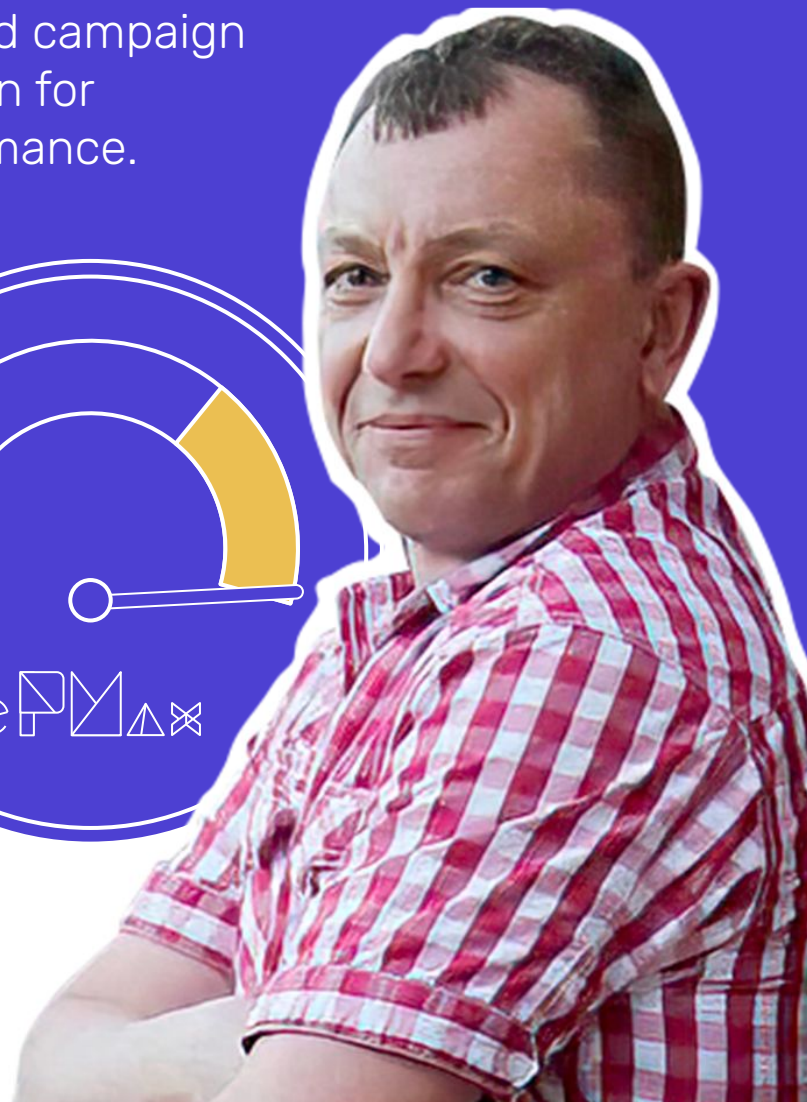
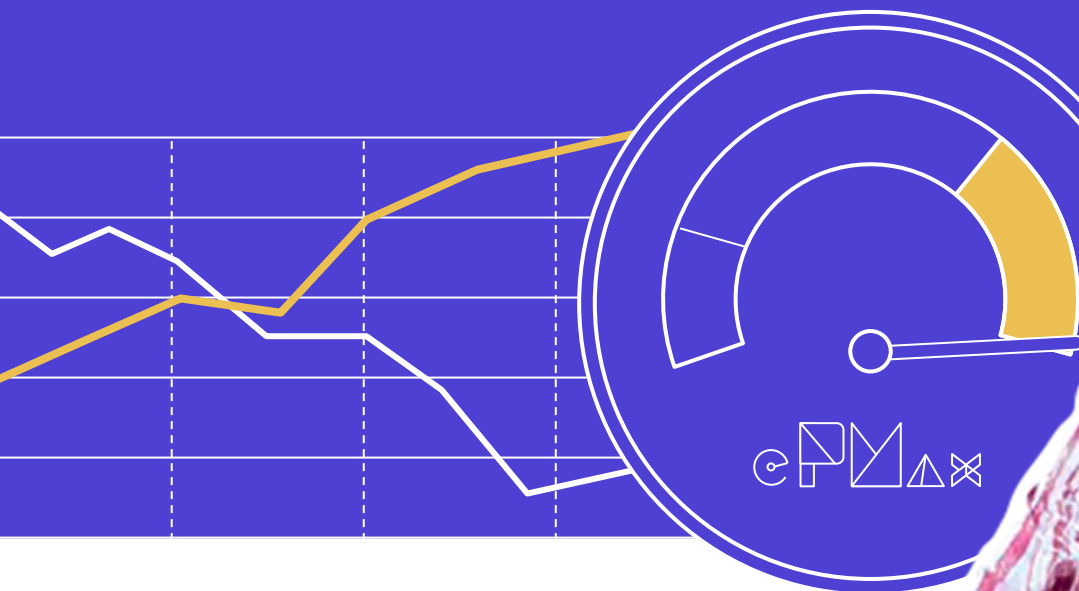


# Full speed ahead with Enhanced Performance Max

How Bandel utilises enhanced campaign segmentation and automation for increased Google Ads performance.



**Alexander Schweigert**

Chief Marketing Officer,  
Bandel Automobiltechnik GmbH

# Fast track to success: How Bandel masters Performance Max

The partnership between Bandel and smec brings sustainable growth to the next level.

German retailer **Bandel** and **smeC** have been collaborating already **since 2017**. While the initial focus was on Shopping and Search Ads only, we have since explored further **growth opportunities**: Most recently we conducted the switch to **Performance Max** and started integrating market data.



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Based in Germany, **Bandel Automotive** specialises in spare parts for cars. They are known not only for their products but also high quality service and fulfillment. Their assortment of **200,000+ items** is sold via **local shops, marketplaces & their online shop**, generating €100M in annual revenue.

We collaborate to:

- **help** Bandel meet their business objectives
- **optimise** the returns from Bandel's ad campaigns
- **leverage** new campaign types with the **Enhanced Performance Max** approach

With success: Using data, smart campaign structuring and Performance Max, we have enabled Bandel to generate an uplift for their value/click of up to

**+119%**

(30 day split test with Smart Shopping campaigns)

Continue reading to learn more about Bandel's road to success >>

# The route to modern campaign management

## Challenge

Overcoming the limitations of the previous Standard Shopping campaign setup by utilising a highly customisable PMax setup

## Goals

Optimised budget allocation and value generated per click

Automated campaign management for more efficiency & accuracy

## Solutions

Switch from Standard Shopping (SSC) to Performance Max

Smart campaign Segmentation with Enhanced PMax

Automated item allocation with Enhanced PMax



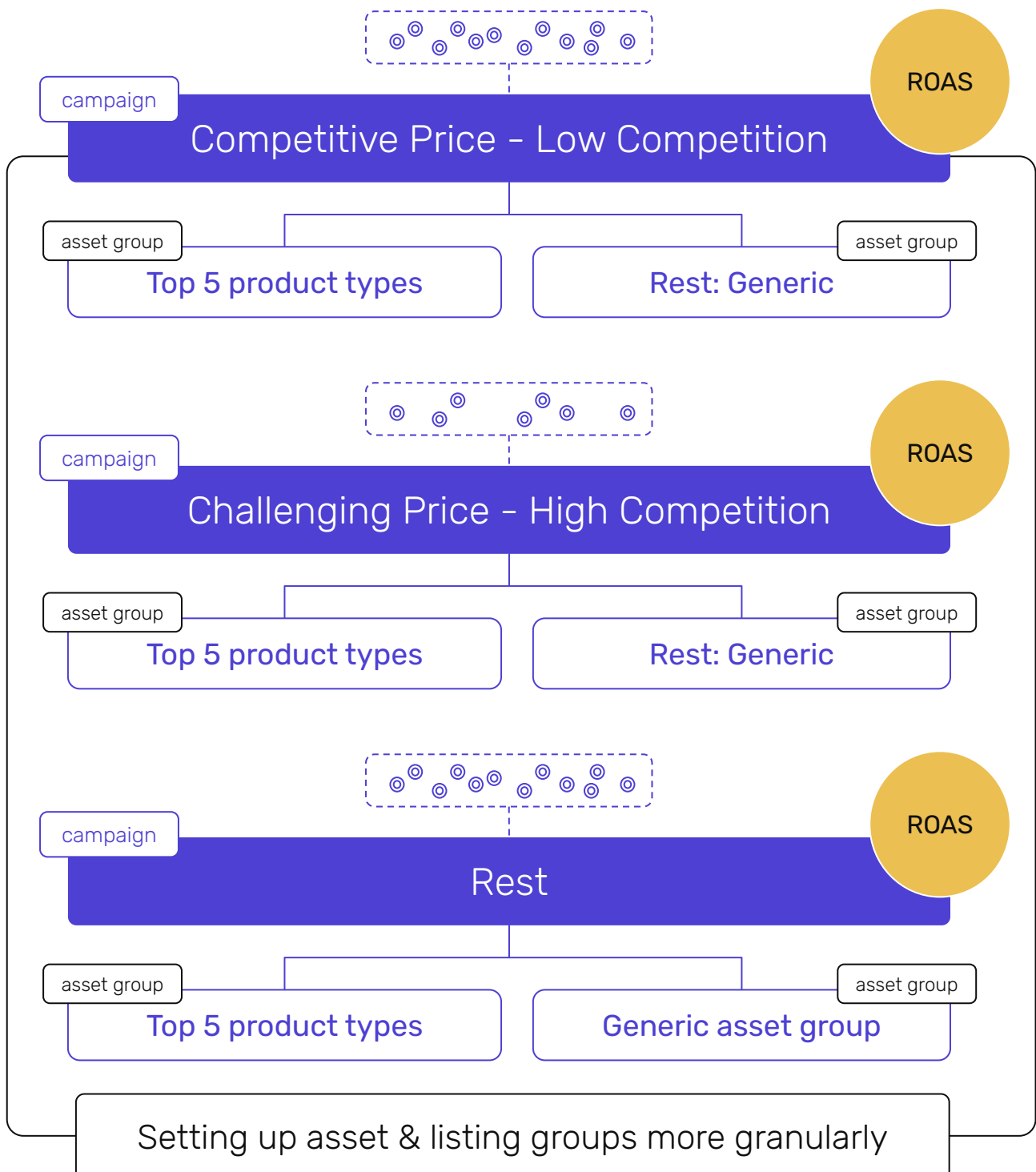
"Over the years, we have successfully tried different approaches and setups with smec. One thing is for certain: smec's granular approach is the only right one for Performance Max. Continuous testing and breaking out of the norms puts us in pole position!"

**Alexander Schweigert**, Chief Marketing Officer, Bandel



## 2. Translating insights into action with the right segmentation

Based on the finding in the previous step, **we started to segment campaigns** accordingly. With price and competition density being major factors influencing Bandel's performance, the segmentation we eventually implemented looks as follows:



### 3. Adding automation for efficiency

In addition, we added an **automation layer** on top that would guarantee the allocation of products into the right campaigns at all times:



This setup allows for a **smooth transition from Smart Shopping to Performance Max campaigns** and ensures optimised budget and product allocation for Bandel's Shopping campaigns.

# Pole position for Bandel's Shopping campaigns

By leveraging our Enhanced Performance Max approach, Bandel unlocked a **new level of cost-efficiency** for their campaigns.

To recap: Bandel's Performance Max campaign segmentation has been set up to **reflect price benchmarks and competition data**, while automation ensures

a fast allocation of products into the right campaigns. The result of this advanced setup?

A clear **increase in the value per click** across all campaigns. Budgets are now spent on products and auctions that result in **actual value** for the company.

By combining Performance Max with an **enhanced campaign segmentation** approach, Bandel was able to take over the steering wheel and successfully guide their Performance Max campaigns.

Results of a 30 day campaign split test with Smart Shopping & Enhanced Performance Max by smec:

Campaign:  
Challenging Price  
High Competition

**+119%**  
Value/Click

Campaign:  
Competitive Price  
Low Competition

**+60%**  
Value/Click

Campaign:  
Remaining  
products

**+25%**  
Value/Click



# We grow ecommerce together

smec – Smarter Ecommerce helps online retailers to grow ahead of their competition by leveraging technology, data insights and industry leading expertise.

Already more than 480 leading brands make better use of their resources and increase revenue with our tailored solutions in the areas of Digital Advertising, Data Activation & Monitoring, and Pricing & Inventory.

The extensive know-how we supply our clients with is the result of 15 years of ecommerce heritage.

Our ecommerce and software specialists are always ahead of trends in order to systematically provide our clients with retail-centric data and professional services to help them make faster and smarter decisions.

We are growing fast: More than 170 EPIC employees from 25 different countries are following their professional passion at one of our locations in Linz, Vienna or London.







You want to drive sustainable  
ecommerce growth with  
**Enhanced Performance Max?**

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