

SUCCESS STORY

Motea Accelerates International Growth with Performance Max, Boosting CTR by 29% YoY and Conversions by 137% YoY



The challenge

Motea, a leading German supplier of motorcycle parts and accessories, sought to expand its reach and brand recognition across Europe. Having achieved great success in its home market, the company faced the challenge of scaling its business sustainably and increasing brand awareness while maintaining high-quality service, rapid delivery, and a tailored customer experience in new territories.



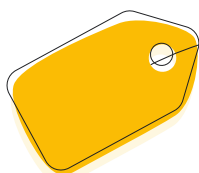
Our partnership with the Google Shopping team and our adoption of Performance Max has proven that strategic, yet relatively simple adjustments can lead to remarkable results. By continuously testing and optimizing, we saw conversions soar and new markets open up across Europe. ”

Marcel Reichert,
CMO, Motea

The Approach

Motea collaborated closely with their Google Shopping Account Manager, resulting in a tailored strategy that maximized the impact of Performance Max (PMax) campaigns. They leveraged advanced features, such as audience signals and dynamic asset strategies. Key elements of their approach included:

- **Transitioning to Performance Max:** Motea moved from traditional Shopping campaigns to PMax, leveraging AI to optimize their advertising efforts.
- **Dynamic Asset Strategies:** Motea implemented a dynamic approach to asset management, continuously updating assets based on seasonality, top-performing products, and internal promotions. This ensured their campaigns remained relevant and engaging for target audiences.
- **Tailored Messaging and Creative Assets:** Motea created unique messaging and creative assets for each new European market, capturing the attention of motorcycle enthusiasts across borders.
- **Continuous Optimization and Monitoring:** Motea's team worked closely with the Google Shopping team to monitor key performance indicators (KPIs) and adjust strategies, ensuring a strong foothold in each new market.





The Results

The partnership with the Google Shopping team to optimize their Feeds, Assets and Performance Max campaigns transformed Motea's expansion strategy, becoming fundamental for reaching new audiences. The results exceeded their original marketing and business objectives:

- **Boosted conversions, keeping an efficient ROAS:** Conversions surged by an impressive 137% year-over-year while maintaining a stable ROAS, underscoring the effectiveness of PMax in driving valuable traffic and generating sales.
- **Increased click-through rates (CTR):** Motea saw a remarkable 29% year-over-year increase in CTR, demonstrating the high relevance and appeal of their creative assets and campaigns.
- **Successful market expansion:** This partnership facilitated Motea's entry into eight new European countries, resulting in positive impact on brand awareness and market share.

29%

YoY increase
in CTR

137%

YoY increase
in conversions



Looking Forward

Motea is committed to continued geographic expansion and ongoing campaign refinement. They will partner with their Google Shopping Account Manager to adapt their PMax strategies to align with evolving business goals and the dynamic eCommerce landscape.

Motea's commitment to authentic brand assets, including professional graphic design, and a continuously expanding inventory will ensure they meet the needs of their growing customer base worldwide. This includes leveraging Product Studio in the Merchant Center to enrich product images, which has already shown early positive results in improving marketing KPIs.

About Motea

Motea offers a wide range of products for motorcycle enthusiasts, including accessories for tuning, styling, and protection. Their offerings are available online and primarily cater to customers across Europe, with plans to expand into additional markets. Motea's target customers are motorcycle and scooter riders seeking high-quality, specialized products that enhance both the performance and aesthetic of their vehicles.

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.