SUCCESS STORY

DENIOS Grows Revenue by 260% with a Strategic Shift to Performance Max and High-Quality Assets

The challenge

DENIOS, a leading global manufacturer and supplier of hazardous materials handling and storage solutions, faced a common challenge: optimizing their online advertising across multiple markets with limited capacity. With a global footprint, DENIOS needed to efficiently manage their online campaigns while adapting to dynamic market conditions. Manual campaign management proved time-consuming and lacked the agility required for effective optimization and scale.

**+260%**
increase in revenue

Stable **ROAS**

> *Our strategic partnership with the Google Shopping team has been key to our success with Performance Max. Their guidance has ensured best practices from the start, driving significant improvements. We're confident this collaboration will continue to support our growth.*

Erik Rüffer,
Senior SEA Manager, DENIOS

The approach

Recognizing the need for an advanced approach, DENIOS partnered with the Google Shopping team to implement a strategic shift to Performance Max campaigns. This solution proved critical in automating bidding, targeting, and ad creation, while expanding reach and performance by finding more converting customers across Google's channels. Key elements of their approach included:

- **Embracing Performance Max**: DENIOS transitioned from Standard Shopping campaigns to Performance Max, fully leveraging its automation capabilities to streamline campaign management.

- **Optimizing Feed Quality**: The team implemented best practices for their product feeds, focusing on optimizing titles, descriptions, and incorporating sale prices. This ensured their data was as relevant and accurate as possible.

- **Leveraging Asset Groups and Campaign Structure:** DENIOS utilized the full capabilities of Performance Max, including the creation of Asset Groups based on Google Shopping's recommendations. They tailored their campaign structure to prioritize product categories based on profitability, demand, and new customer acquisition.

- **Collaboration and Best Practices:** DENIOS worked closely with the Google Shopping team, ensuring consistent sharing of best practices and strategic guidance throughout the process.
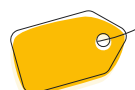
The results

The impact of this strategic approach was significant. Within two years, DENIOS achieved a remarkable 260% increase in online revenue in their home market, Germany, while maintaining the same ROAS. The streamlined process allowed their marketing team to focus on strategic initiatives while Performance Max effectively handled many elements of campaign optimization.

Recognizing the opportunity to leverage AI, we adopted Performance Max to address the increasing complexity and growth of our product portfolio. With limited team resources, manual Shopping campaigns were less efficient, and Performance Max provided a much-needed solution.

Henrike Arnke,
SEM Manager, DENIOS

Looking forward

Building on their successful partnership with Google Shopping, DENIOS continues to leverage the power of Performance Max and high-quality assets to drive further growth and expand their reach across new markets. The company is committed to staying at the forefront of online advertising innovation, ensuring they maintain a leadership position in their industry.

About DENIOS

DENIOS is the world's leading manufacturer and supplier of products and services for HazMat storage, occupational environmental protection, and work safety. The company has 25 locations across the globe, with 6 major manufacturing sites, where they design and produce over 500 different models of the original DENIOS spill pallet as well as over 20,000 other work safety and environmental protection products.

What is Google Shopping?

Google Shopping is Google's Comparison Shopping Service (CSS) and a Premium CSS Partner. It helps businesses grow by selling more and better across Europe, delivering outstanding Google quality service. A 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.