Accu finds smart solution for online growth

British component supplier, Accu, prides itself on supplying quality, high precision engineering solutions for industrial applications. The company hired PPC specialists Mabo specifically to handle Accu’s digital presence on Microsoft Advertising. When smart shopping became available to test in the UK, Mabo jumped at the chance to get Accu on the pilot.

Easy implementation with smart shopping

One of the major benefits of smart shopping over standard shopping campaigns is the ease of implementation. Using a simple campaign structure with just a single ad group made implementation much less time consuming than a standard shopping campaign as well as being easier to control and optimise later. “We were up and running in minutes and let the machine learning do its business,” commented Phoebe Holford, PPC Team Manager at Mabo.

Transformative results

By January 2021 half of all Accu’s conversions were coming from the smart shopping campaign. Thanks to smart shopping, Accu’s impression share tripled, bringing the brand much needed visibility. Smart shopping also delivered double the conversion rate of standard shopping campaigns and achieved 20% higher ROAS whilst increasing sales by an incredible 15X.

“Smart shopping has been a game changer for our results and allowed us to scale our business whilst maintaining a strong ROAS.”

- Dominic Scaife, Head of Marketing, Accu

Accu and Mabo Internal Data, January 2021.