Autobidding strategies opens doors for Hörmann

German manufacturer Hörmann is one of Europe’s leading providers of garage doors, front doors, and operators. In 2020, Hörmann’s agency morefire GmbH saw an opportunity to expand digital horizons with Microsoft Advertising, especially in the B2B space, and so set a test budget to prove its effectiveness.

Balancing demand with max conversions and target CPA

Having a wide net for keywords meant the Hörmann campaigns were bulky to manage. Using automated bidding strategies helped to manage the load. As Laura Kunisch, Paid Media Consultant at morefire described: “We assessed on a weekly basis whether we needed to drive more volume to a particular product or if we needed to control the costs to bring down the cost-per-acquisition (CPA). Then we used the Microsoft Advertising API to either implement a max conversion strategy if we needed more traffic, or a target CPA strategy if we wanted to reduce our costs.”

Performance above and beyond standard display

The twin bidding strategies worked extremely well for Hörmann. By implementing max conversions, morefire saw 500% conversion growth, 5% higher conversion rate and an 80% reduction in CPA between June and October 2020. Using target CPA to manage costs reduced the CPA by 50% with a 20% higher conversion rate and astonishing 900% conversion growth between August and November 2020.

“We knew these strategies were working really well and it was easy for us to tweak and adjust the campaigns depending on what we wanted to emphasise for a given product.”

- Laura Kunisch, Paid Media Consultant, morefire