



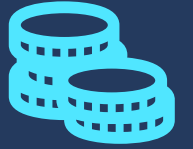
Maximize conversions  
delivered exceptional  
conversions growth

500%



Target cost-per-acquisition  
(CPA) maintained performance  
while reducing costs

50%



### 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.

Morefire Internal Data, June to November 2020.

[Microsoft Advertising. Intelligent Connections.](#)

*"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*



**HÖRMANN**



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STORY](#)