

FINCH CASE STUDY

Ankerkraut

Channels
Google Search
Google Shopping

Vertical
Food & Beverage

Key Result
105% Revenue increase

Key Result
80% ROAS improvement

PROJECT OVERVIEW

In early 2020, Ankerkraut successfully grew its brand online with the help of an online marketing agency. The Marketing Team Lead for Ankerkraut, Robin Haas, wanted to see what automated campaign optimization could do for the company's campaign efficiency, ROAS, and revenue goals.

THE CHALLENGES & GOALS

Continue to meet KPIs in the short and long-term while staying agile and efficient
Continually increase efficiency, ROAS, and revenue of ad campaigns at scale
Optimize bidding and keyword management for multiple campaigns.

THE FINCH SOLUTION

Utilize Finch automations and custom bid strategies to maximize performance on Google.

Leverage

Finch's proprietary tool through their Finch Account Manager Campaign Optimization to instantly

Automation

Automatically optimize ads 24x7 rather than add staff to manage bids and keywords continuously.

Our Work

Implement Finch's Strategic Services and Insights reporting to set and continuously monitor and meet KPIs.

Expand

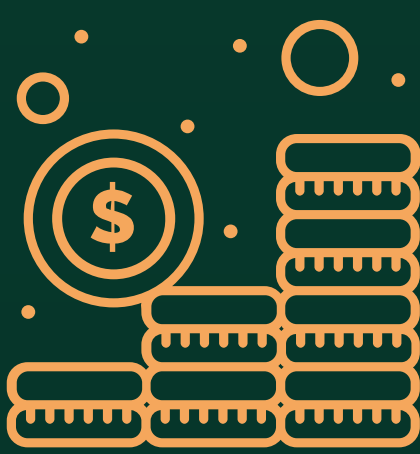
Extend Finch's results for Google Search and Shopping into Amazon Advertising and Microsoft Advertising marketplaces.

RESULTS

Success came fast for Ankerkraut through the Finch team. Ultimately, with Finch's Google and optimization expertise saw an 80% improvement in ROAS on Google Search and Shopping campaigns, a 105% increase in revenue from those campaigns, and a 33% reduction in cost per conversion.



80% ROAS Improvement



105% Revenue Increase



33% Reduction in cost

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