

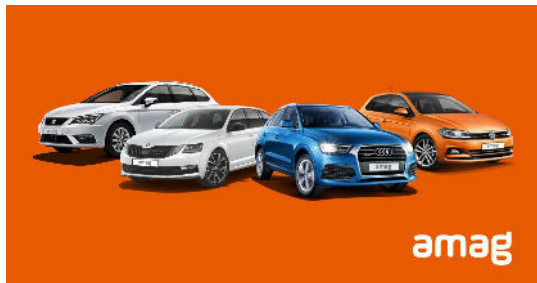


AMAG's omnichannel strategy accelerates critical retail objectives with Performance Max

amag

Automotive retail company
EMEA - Switzerland - [amag.ch](https://www.amag.ch)

Agency Name: Building Brands



The Challenge

Recently, the European auto industry has faced a challenging climate, with a cooling economic environment, a shift towards online car buying, and increased competition from new market entrants. In order to secure and grow revenue in critical retail business areas, AMAG, Switzerland's largest automotive retail company, needed to meet customer needs for a digital purchase experience whilst also driving more people directly to local dealerships.

The Approach

To reach its ambitious objectives, AMAG ran Performance Max campaigns across all business areas. Due to refined website tracking and the integration of all dealership locations, it was able to use a holistic omnichannel bidding approach, optimizing towards both online (eg. test drive appointment) and offline (eg. store visit) success metrics.

Partnering with Building Brands: A key to AMAG's success was the ongoing collaboration with Building Brands and its deep product and automotive expertise.

The Results

Performance Max showed great results in essential retail KPIs. AMAG saw 131% incremental test-drive appointments at a 51% lower cost per acquisition compared to existing Search campaigns. Performance Max also increased service appointment bookings by 18% at 11% lower costs. Additionally, all Performance Max campaigns enhanced measured store visits by 107% across AMAG's 82 dealerships in Switzerland.

“The Performance Max campaigns showed great values on all our major local marketing KPIs. The impact was visible in all areas. We will definitely extend this approach to more campaign types within AMAG Automobil und Motoren AG.”

—Anna Fuchs, Head of Online Marketing, AMAG Automobil und Motoren AG

131%

Increase in
test-drive
appointments

18%

Increase in
service
appointments

2.1x

More
store visits to
local dealerships

Primary Marketing Objective

[Grow Online & Offline Sales](#)

Featured Product Area

[Performance Max](#)

**Building
Brands** ↗

Google Ads

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