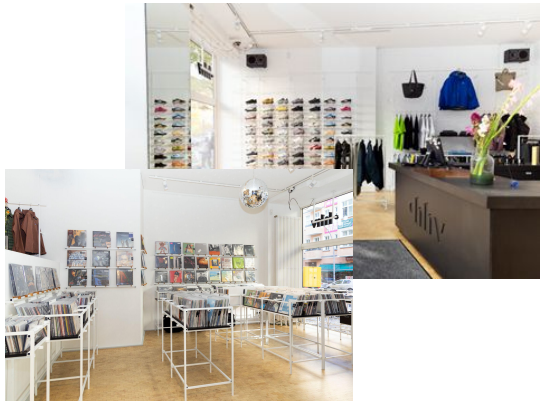
HHV boosts revenue 97% in three months with Performance Max

hhv

Online and brick-and-mortar retailer
EMEA - Germany • hhv.de

Agency Name: AdStrive GmbH



The Challenge

HHV has operated an online shop since 2002, offering more than 150,000 products including vinyl records, premium streetwear, sneakers, and more. With 30 country accounts, the company ships globally, but Germany is its key market and it has a physical store in Berlin-Friedrichshain. HHV faced the challenge of establishing a more efficient account structure to scale globally faster with its large product portfolio.

The Approach

HHV decided to switch from Standard Shopping campaigns to Performance Max, beginning in Germany. With the company's large product offering, Performance Max allowed it to scale faster and manage all campaigns more efficiently. HHV differentiated between music and clothing campaigns and also ran specific sales campaigns, using all asset classes, including videos, images, and text. It then copied the new structure for 20 additional markets.

Partnering with AdStrive GmbH: Utilizing Performance Max campaigns and performance-based budgeting, AdStrive helped HHV increase profitability.

The Results

HHV increased revenue by 97% within three months and return on ad spend (ROAS) by 42% while decreasing cost-per-acquisition (CPA) by 29% in Germany. Additionally, the company was able to increase brand awareness and new-customer share within its target group. With Performance Max, HHV can now manage its 150,000 products more efficiently.

> "We increased performance significantly after switching our campaign structure to Performance Max. We scaled our revenue by 97% within three months while decreasing CPA."

Martin Irmscher, Head of Performance Marketing, HHV Handels GmbH

42%	29%	97%
ROAS increase	CPA decrease while scaling budget	Revenue increase

Primary Marketing Objective

- Grow Online Sales

Featured Product Area

- Performance Max (with product feeds to drive online sales)

AdStrive

Google Ads

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