

# Pinkcube increases conversions by **53%** against a **22%** lower CPA by using DSA with Smart Bidding



Pinkcube is a printing office for promotion material and promotional gifts in the Netherlands

Doetinchem, Netherlands • [www.pinkcube.nl](http://www.pinkcube.nl)



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## The challenge

Pinkcube has ambitious growth targets, but was trailing behind on target as the online marketer lacked time to scale their search campaigns across thousands of different products. Despite the fact that Pinkcube used advanced optimisation tactics and all kinds of bid adjustments, they weren't able to grow their lead volume within their desired CPA.

## The approach

Pinkcube launched DSA campaigns to find incremental leads, and used tCPA as a bidding strategy to make sure that new customers would be acquired at a profitable cost per acquisition. A DSA campaign was set up for each product category based on their website structure, to ensure that customers are acquired at a profitable CPA for each category. The campaigns used a combination of "Category pages" and "URL Contains" as targeting. The granular approach in combination with Smart Bidding (tCPA) made sure that the campaign only served for customers who are most likely to convert at a profitable CPA.

## The results

The DSA campaigns with tCPA as bidding strategy resulted in an increase of 53% in conversions on generic search, against a 22% lower CPA than the current generic search campaigns. Moreover, Pinkcube found that 8% of their new customers from Google Ads is now coming from DSA. DSA with Smart Bidding is now being used to quickly increase volume in a cost efficient way when Pinkcube is behind on targets, and saves the online marketer time in optimising.

**"We were amazed that we were able to make such an impact through automation in so little time"**

— Ronald Cuperus, Online Marketing Manager

**+53%**

Increase in generic conversions

**-22%** **8%**

CPA on generic search

Of all new Google Ads leads now come from DSA