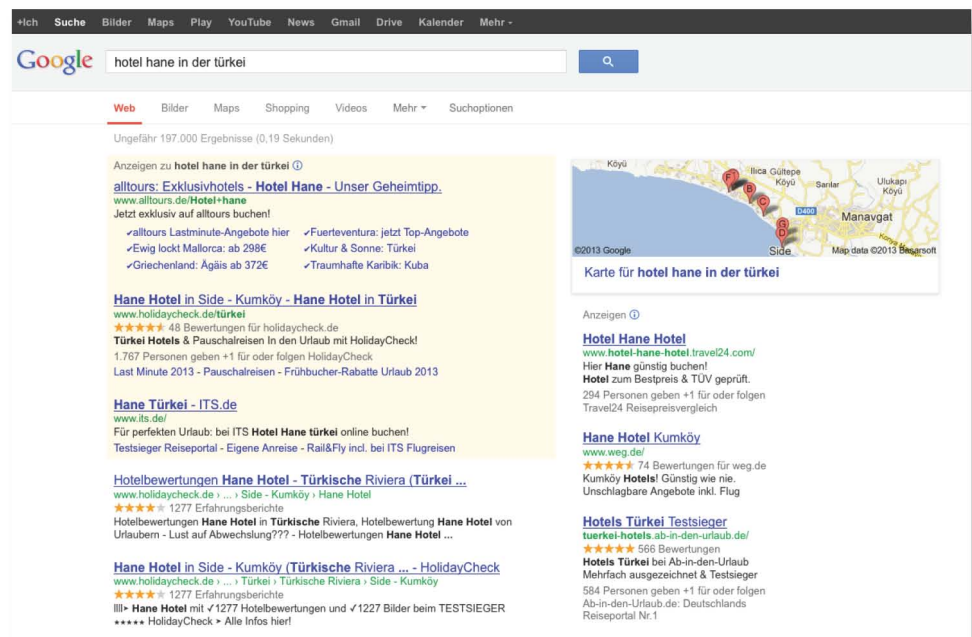


# HolidayCheck uses Dynamic Search Ads to increase AdWords sales by 15%



- HolidayCheck uses Dynamic Search Ads to advertise constantly growing and evolving website content, thus tapping into completely new market segments
- 15% more conversions and sales from AdWords campaigns
- CPC 50% lower than the rest of the keyword portfolio

The HolidayCheck holiday review portal uses Dynamic Search Ads to evaluate website content and respond to search queries with adverts that were previously unachievable using proprietary keywords. The result: 15 per cent more conversions within AdWords campaigns.

With more than 3.1 million reviews, HolidayCheck is the largest German-speaking opinion portal for travel and holidays on the Internet. In January 2013, the portal recorded around 24.5 million visits. The TÜV-certified travel agency connected to the portal offers hotels and, above all, package holidays. Google AdWords plays a key role in guiding visitors to the website. All hotels and travel destinations are advertised. One of the biggest challenges facing the travel agent lies in continuing to grow its business against the backdrop of a fall in growth of the volume of search queries from desktop. HolidayCheck has been using Dynamic Search Ads for some time now as an effective tool for generating additional effective traffic. Dynamic Search Ads were developed by Google to supplement keyword campaigns.



Using Dynamic Search Ads allows us to respond to search queries with adverts that were previously unachievable with keywords. Dynamic Search Ads therefore enable completely new market segments to be opened up.

Johannes Burkhardt, Online Marketing Manager, HolidayCheck AG

### Visitors' original content becomes the source for adverts

"HolidayCheck has a large quantity of website content that cannot be mapped in Google search with keywords alone," explained Johannes Burkhardt, Online Marketing Manager. In practical terms, the visitors primarily provide their original content in the forum on holidaycheck.de. "Of course, we cannot systematically map what users write in this forum in keywords," admitted Johannes Burkhardt. Google evaluates the reviews contributed there, checks the relevance between the user's text and search query, then automatically delivers a Dynamic Search Ad. "The advert itself is defined by us, but Google dynamically generates the headline on the basis of the website content."

### 15 per cent increase in conversions and sales

The use of Dynamic Search Ads has scored successes even after just a short space of time. "Dynamic Search Ads now account for around a quarter of the impressions and clicks in AdWords search traffic," stated Online Marketing Manager Burkhardt. "As a result of using Dynamic Search Ads, we were able to increase conversions and sales from AdWords campaigns by 15 per cent." At the same time, the company has also been able to cut costs: "With Dynamic Search Ads, the CPC is only half as much as the CPC of the rest of our keyword portfolios." Johannes Burkhardt also cited another important factor: "On the one hand, the adverts fill the top positions due to reduced competition; on the other, the matching between the search query and advert is excellent thanks to the automatically generated headings. The click-through rate (CTR) of Dynamic Search Ads is 50 per cent higher than the average CTR." According to Johannes Burkhardt, the result is that, "by using Dynamic Search Ads, we can respond to search queries with adverts that we were previously unable to achieve through keywords. Dynamic Search Ads therefore open up completely new market segments. Furthermore, they meet the challenge of constantly growing and evolving website content in Google search."

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