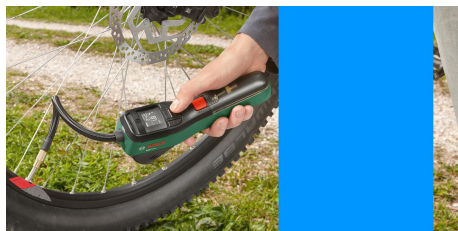




Bosch increased product detail visits and market share thanks to Heureka campaign



Sfoukne
pneumatiky
i míče

Bosch EasyPump

heureka!

The challenge

Bosch is one of the leading manufacturers of tools, appliances and industrial technology. The company's goal is to continuously expand the awareness of the brand and its products. This campaign was specifically targeted at products in the Compressors category.

Our approach

Given the client's requirements, our specialists chose a campaign using external display advertising formats - specifically Google Shopping Ads. A unique audience was set up, consisting of Heureka visitors, and the specific objectives were to increase traffic to the Bosch EasyPump 0.603.947.000 product card and to grow brand's overall share in the Compressors category.

The results

Bosch increased its brand share in Compressors category by 7,2 pp compared to previous period, and by 12,2 pp compared to the previous year. The product detail card visits increased substantially by 307% and e-shop exit clicks increased by 111% during the campaign period compared to the pre-campaign period.

”Our goal is to spread awareness of Bosch brand and our products throughout all communication channels. Heureka has a strong position in the market, especially thanks to the high traffic. It is crucial for us to be visible here and promote our brand here. Therefore, we consider Heureka a strong strategic partner. “

- Bosch

7,2 %

increase of brand's
share in category
compared to previous
period

1,79 %

CTR

12,2 %

Increase of brand's
share in category
compared to previous
year

3 938

clicks