

Europcar Reduces PPC Costs On Brand Keywords By 48%

COMPANY BACKGROUND

Europcar is a French car rental company operating in 140 countries throughout Europe, North America, Western Asia, and Africa.

CHALLENGE

Europcar competitors and partners were bidding on their trademark and branded keywords. Having campaigns in multiple countries and trying to monitor was an endless task that wasn't producing the results they were looking for.

SOLUTION

At the start of the project, Europcar's agency, Performics, established revenue and CPC benchmarks using a combination of data from Google Adwords and internal analytics to use to compare against actual results.

Performics' biddable team then used The Search Monitor's compliance reports to monitor competitors and partners brand bidding on Europcar's branded keywords in multiple countries and specific geo-targeted locations.



RESULTS

After months of monitoring for violations, Performics worked with Europcar's legal team and Google's compliance team to reduce the number of competitors and partners bidding across europcar's brands.

43% increase in revenue
48% decrease in cpc spend

THE
SEARCHMONITOR

Performics

Europcar