

# PEAK ACE

↑ increased impressions by **40%**  
&  
↓ decreased CPO by **30%**

on Google Shopping  
for **talkthisway.de**



## THE CASE

Peak Ace is a full-service performance marketing agency with its roots in Germany's capital, Berlin.

Among their client base, [Peak Ace](#) is proud to list [Talkthisway](#) a trademark of Elektrohaus Kurzer GmbH. Talkthisway is a mobile phone store, known for both its exceptional service and for providing particularly affordable contracts and packages for mobile phones and tablets. Talkthisway has a large selection and is usually among the first providers to bring new phones and tablets to the German market after they are released

Talkthisway approached Peak Ace in mid-2014 with the request to increase the visibility of their online products. This meant one thing: **they needed to distribute high quality product data feeds to various ecommerce channels!**

As an early adopter of new technology, Peak Ace worked with [Productsup](#), a cloud-based solution for product data management and optimization. The management of Talkthisway's product data was among the first 1000 projects running on the Productsup platform.



## THE CHALLENGES

When Peak Ace began managing Talkthisway's product data, they were faced with 2 main challenges:

### #1 Feed Customization

The first challenge was processing a data set of 18 000 products, which needed to be customized to multiple channels and marketing strategies.



### #2 Complex Tracking Setup

Talkthisway had integrations to eight different price comparison engines, This meant that eight different types of tracking would have to be implemented on the online shop's webpage, in order to measure the individual performance of these sites. This was neither a simple nor a sustainable option.

## THE SOLUTION

Using an intelligent feed management tool like Productsup, Peak Ace was able to easily solve these challenges.

Peak Ace started with Google Shopping and within three days had created feeds for more than seven different channels, including Bing, Facebook, Idealo, Billiger.de, Preis24, Handypreisvergleich.de and Kelkoo.



Given the flexibility and numerous possibilities offered by Productsup, we were able to not only create data feeds quickly, but also to optimize and adjust them to match the individual requirements of the different channels.

Karol Majer - Sales Consultant at Peak Ace

### Key measures implemented:

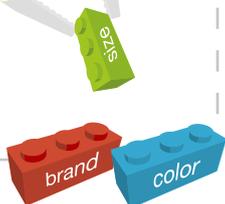
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First, to define which products were to be listed on each channel, Peak Ace created a numerical code. This made it possible to simplify the process while working in the editing tool of the platform and to export the products to the desired channel.

To customize the feed for each price comparison site, Peak Ace used the predefined export templates available on the platform. With more than 400 updated templates to choose from, and new or custom templates being created on demand, no platform user is required to manually set up the feed with the required attributes.



In order to improve the ranking of their ads and gain competitiveness, specific product attributes were enriched and edited, using a large number of rules available on Productsup. Among other things, Peak Ace changed product titles, descriptions and availability.



To measure the performance of each channel effectively, product and conversion tracking were implemented, using Productsup's own tracking. Coupled with the platform's ROI strategy, campaign performance across all channels was effectively managed and optimized. For full control of the performance, UTM parameters were added to the URLs of all the products in the different feeds. In accordance with Talkthisway, Peak Ace was able to make informed strategic decisions, such as opting for profitable sales channels while removing others.



## THE RESULTS

Since Peak Ace began using the Productsup platform to manage Talkthisway's product data, the company has seen clear rewards:



Improved ad ranking on Google Shopping thanks to a **40% increase in impressions** and a **35% decrease in CPC**



**Decreased CPO by 30%** for Google Shopping, despite an increase in competition



Substantial time-savings. Eight different channels were tested in a fraction of the time: **from 2 months, down to 1 week.**



We consider ourselves a performance driven and very tech-savvy company, which is why we are very fond of the advanced capabilities and powerful features that Productsup has to offer. The other most important plus goes to time and cost savings for both us and our customers. We no longer need to find developer capacities for any kind of change request in the feed.

Marcel Prothmann - Director Performance Advertising at Peak Ace

## ▶ ABOUT PEAK ACE

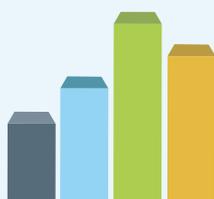


Peak Ace AG, established in 2007, is an international Performance Marketing agency based in Berlin. With 80+ employees, they implement campaigns in up to 20 languages at native speaker level. Peak Ace is among the fastest-growing technology companies in Germany, for which they have received the "Deloitte Technology Fast 50 Award" for three consecutive years, they have also won the "Focus Wachstumschampion" Award several times.

With their technology-driven approach, they offer flexible, data-driven solutions for all relevant Performance Marketing channels. This way, they help their customers cut back significantly on marketing costs - or in other words - be much more efficient and profitable.

Their core business is Performance Advertising, which includes PPC campaigns in Google, Bing, and Yandex as well as Product Data Marketing and Mobile and Social Advertising.

Peak Ace is specialised in Conversion Rate Optimisation as part of which they offer comprehensive audits, A/B testing, UX testing, as well as landing page design and development. In the organic search segment, they focus on SEO strategy and consulting, website audits, link risk management and Performance Online Marketing.



# Want to boost your Google Shopping campaigns?

Start by unlocking the potential in your product feed!

With Productsup, it's never been easier. Reach out if you'd like to see just how efficient, and impressive, the platform is.

[REQUEST FREE DEMO](#)