



BRAX uses Demand Gen campaign to fuel performance at 72% lower CPC

BRAX

FEEL GOOD

Omnichannel fashion retailer

EMEA - Germany • brax.com

Agency Name: Avantgarde PMC



The Challenge

BRAX, a well-established German fashion retailer, sought to increase its consideration and expand its audience base while maintaining profitability. While the brand had successfully invested in lower-funnel marketing tactics, it recognized the need to explore mid-funnel solutions to achieve further growth while maintaining overall account profitability.

The Approach

BRAX used Demand Gen to implement a mid-funnel advertising campaign. Combined with Smart Bidding, the campaign was set up with a range of assets including images, videos, and AI with the goals of creating new reach while also increasing purchases. This marked the brand's first foray into capitalizing on Google's AI Demand Gen format, and it aimed to tackle the challenge of expanding reach without sacrificing profitability. The campaign was tested over a two-month period.

Partnering with Avantgarde PMC: Avantgarde PMC's expertise in Google Ads and AI-driven campaigns, combined with its focus on innovation and agility, was key to the success of BRAX's test.

The Results

The Demand Gen test campaign proved to be a resounding success, achieving a 72% lower average cost-per-click (CPC) compared to BRAX's existing campaigns. The campaign also saw a remarkable 330% increase in interaction rate compared to its standard setup, and it drove a 5.5x increase in campaign-assisted purchases.

“Demand Gen was the perfect tool for us to both drive the strategic growth of our brand and increase the e-commerce share of the overall BRAX brand.”

Anita Foit, Senior Performance Marketing Manager, BRAX

72%

Lower avg
CPC

5.5

Assisted
purchase ratio

Primary Marketing Objectives

- Grow Online Sales
- Grow Offline Sales

Featured Product Areas

- Demand Gen
- Smart Bidding



Google Ads