

# DEVK increased search ad reach & total sales using Responsive Search Ads



DEVK is a German insurance company that offers both life- and non-life insurance packages. The company has been founded more than 100 years ago. With about 4 million policyholders it is today one of the top 5 insurance companies in Germany. Cologne, Germany • [www.devk.de/](http://www.devk.de/)



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## The challenge

German insurance company DEVK wanted to increase sales and search ad reach at an efficient cost per conversion (CPA).

## The approach

Together with their agency Eprofessional, DEVK decided to fully roll out Responsive Search Ads (RSA) in 100% of their ad groups. They followed best practice by supplying the ad with their best performing text assets and optimized performance towards a stable CPA with a complete roll-out of Smart Bidding in generic campaigns.

## The results

As a result, DEVK achieved to deliver 42% of their total sales through Responsive Search Ads - 6.3% of which were incremental.

## Next steps

Having achieved great results, client and agency now want to focus on gathering insights from their top RSA combinations and ad strength report to further improve their creatives.

“We always aim for the best possible performance. Responsive Search Ads are an important part of our strategy and we are very satisfied with the results.”

—Sebastian Greiner, Head of Communication & Online Marketing, DEVK

42%

of total sales  
via RSA

+6.3%

incremental  
sales

