



Instantly Improved eCommerce KPIs

Husband and wife duo Anne and Stefan Lemcke started growing Ankerkraut as a German-based eCommerce brand in 2013. Today, the company sells love and the love of flavor online and at physical stores. Its products include high-quality spices, rubs, sauces, and teas and one of Europe's first organically-certified spices and sauces. Ankerkraut is more than just spices though, it's a family of spice-loving enthusiasts who are passionate about Ankerkraut and the flavors of life. www.ankerkraut.de



We can grow really fast with Finch, much faster than with a human doing that work. When we started with Finch, we instantly improved the ROAS on our Google Search and Shopping campaigns. Finch continues to work well for revenue growth and for meeting our KPIs.

— Robin Haas, Marketing Team Lead, Ankerkraut



THE CHALLENGES

- Continue to meet KPIs in the short- and long-term while staying agile and efficient.
- Continually increase efficiency, ROAS, and revenue of ad campaigns at scale.
- Optimize bidding and keyword management for multiple campaigns.



THE SOLUTION

- Use the Finch Platform with Finch Campaign Optimization to virtually instantly increase ROAS and revenue on Google Search and Shopping campaigns.
- Use the Finch Platform to automatically optimize ads 24x7 rather than add staff to continually manage bids and keywords.
- Work with Finch Strategic Services and Finch Insights reporting to set and continually monitor and meet KPIs.
- Extend the results Finch achieved for Google Search and Shopping into the Amazon Advertising and Microsoft Advertising marketplaces.



THE OUTCOME

80%

improvement in ROAS on Google Search and Shopping campaigns

105%

increase in revenue from Google Search and Shopping campaigns

33%

reduction in the cost per conversion for Google Search and Shopping campaigns

Results are from March 2020 through November 2020.



We're very data-driven. If it works, we give it more budget, that's how we grow our company. And the Finch Platform lets us easily see what's working.

— Hauke Schlüter, Head of Logistics and Fulfillment, Ankerkraut



ANKERKRAUT AND FINCH — A COMBINATION FOR SCALABLE GROWTH



"Imagine how expensive it would be to pay someone 24x7 to optimize the bidding or the keywords. Finch's DSTI alone automatically increased revenue more than 6% for us."
— Hauke

CAMPAIGN OPTIMIZATION



"Benjamin brings ideas and knows our targets and our mission. He's great to work with. And Finch isn't tied to an ad platform, which gives us the added advantage of neutrality."
— Robin

STRATEGIC SERVICES



"We're in Insights three or four times a week. I like it a lot more than Google Ads. I can set up the reports and see everything on point."
— Robin

INSIGHTS REPORTING



ANKERKRAUT'S STORY

In early 2020, Ankerkraut was successfully growing with the help of an online marketing agency. Marketing Team Lead for Ankerkraut Robin Haas though wanted to see what automated campaign optimization could do for the company's campaign efficiency, ROAS, and revenue goals. He chose Finch and the [Finch Advertising Management Platform](#) to find out.

Initially, Ankerkraut used Finch for its Google Search and Shopping campaigns. Virtually instantly, [Finch Campaign Optimization](#) and Finch Customer Success Manager Benjamin Altz improved the ROAS on Ankerkraut's campaigns and started growing revenue at scale much faster than could be done before using Finch.

Benjamin worked with Ankerkraut to define KPIs and map out a plan to expand the success from Ankerkraut's Google campaigns to other channels. Today, Ankerkraut works with Finch for its Amazon Advertising and Microsoft Advertising campaigns as well. And it plans to add display advertising to its mix too.

Robin shared, "We try and scale all the time. And we can do it really fast with Finch, much faster than a human alone." Head of Logistics and Fulfillment for Ankerkraut Hauke Schlüter added, "We're very data-driven. If it works, we give it more budget, that's how we grow our company."

AUTOMATIC KEYWORD OPTIMIZATION ADDS EVEN MORE TO CAMPAIGN OPTIMIZATION

Finch dynamic search term insertion (DSTI) is one feature of the Finch Platform. DSTI automatically adds converting search terms from search and shopping campaigns as exact match keywords to search campaigns to drive better conversions. As of November 2020, 7.56% of Ankerkraut's conversions and 6.20% of its revenue were directly attributable to the use of Finch DSTI.

The Finch Platform with DSTI empowers Ankerkraut to learn a lot about effective keywords. And those learnings can be extended to other markets — in the Finch Platform and by Benjamin and the Ankerkraut team.

AN IDEAL TOOL TO SET AND MONITOR KPIs

Ankerkraut works with its Finch CSM Benjamin and [Finch Insights reporting](#) in the Finch Advertising Management Platform to set and monitor its KPIs for ROAS and revenue growth.

Insights lets both Benjamin and Ankerkraut see Ankerkraut's ROAS, conversions, revenue, impressions, clicks, and more at a glance for all its channels and platforms. They can set KPI goals and monitor success toward those goals quickly and continually. And because Insights fully integrates with Campaign Optimization, levers can be adjusted quickly to keep growth and KPIs on track.

Robin Haas, shared, "We're in Insights three or four times a week. I like it a lot more than Google Ads. I can set up the reports and see everything on point. Overall it's great."

A FUTURE OF GROWTH

What's next for Ankerkraut? More growth. "The future is about growth and getting better KPIs. Finch should be able to help us do that because it works well," Robin said.



ANKERKRAUT



THE RESULTS

In its first eight months with Finch, Ankerkraut improved ROAS on its Google Search and Shopping campaigns by 80%, grew revenue on the campaigns 105%, and reduced costs per conversion 33%.