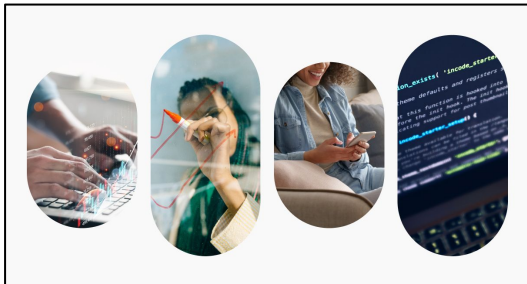# Kueez grows ROAS for partners by 20% using Performance Max and the Google Ads API

Kueez

Kueez provides technological solutions for publishers
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The Challenge

Kueez leverage Google Ads to drive platform ad views from high-quality and engaged traffic across their portfolio of publisher partners, and owned and operated websites. They define conversions as the value of each user visit based on the ad placements or formats seen. Internally, they also measure conversion values and quality based on factors including the number of ads views. Operating in over 100+ countries, they run multiple content websites, and thousands of campaigns. At this scale, Kueez are often challenged with how to leverage limited resources to extend their reach and find new engaged users.

The Approach

Kueez began implementing Performance Max campaigns, in an effort to broaden their reach and attract additional audiences, who exhibited similar or better conversion rates. To ensure they could effectively scale and sustain Performance Max campaigns, Kueez turned to the Google Ads API, and utilized internal tooling to create, manage, and optimize over 2,000 Performance Max campaigns. With the API, Kueez were able to track Performance Max ROI in real-time in order to make the right decisions for every campaign

The Results

Within 45 days of activating Performance Max campaigns, Kueez achieved an increase of over 50% engaged visits at a similar CPA. They also drove 20% internal ROAS from an improvement of high quality traffic. Using the Google Ads API helped reduce campaign management time by as much as 98% vs manual management which would require expansion of the team, and result in decreased profitability and efficiency.

"The progress we had with Google over the last months couldn't be achieved without an API integration and the customization we did through Kueez's platform."

—*Shahaf Kimhi, COO, Kueez*

50%
Increase in volume

20%
Increase in internal ROAS

98%
Reduction in campaign creation time

Primary Marketing Objective(s)

> Grow Online Sales

Featured Product Area(s)

> Performance Max   > Google Ads API