

Montanstahl used multilingual optimization services to build sales forces in different countries

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Montanstahl Germany was created in 2005 in order to provide Montanstahl AG, its parent company, with a corporate sales structure worldwide. Montanstahl AG is a B2B company which originated in Switzerland in 1983 and focuses on the commercial distribution of specialized steel profiles. Mr. Ralph Niemeier, managing director of Montanstahl Germany, takes pride in the quality and availability of their products: ‘Specific to our products are the customer requirements, either a certain geometry, short time, low quantity or specific material combinations. We are traditional problem solvers when it comes to special steel profiles and we operate worldwide’.

Montanstahl’s website has become their main business instrument and was launched in additional languages in February 2008. They use their website as a platform to offer solutions rather than to convince consumers to purchase products. Prior to developing AdWords campaigns, the company was using more traditional advertising methods like international fairs and direct mail initiatives including brochures. The latest returned 4% of contacts on average, of which only 1% occurred within weeks or months after the mailing launched. According to Mr. Niemeier, ‘these instruments are losing more and more of their values in foreign countries’. Another challenge was the difficulty to reach customers on a one on one basis, something which AdWords was able to offer in a more cost effective manner.

In order to prioritize the development of sale forces in different countries, Montanstahl Germany created AdWords campaigns in various languages to test demand. However, it was through AdWords’ multilingual optimization services that the company was able to attract high quality traffic and increase conversions in order to obtain accurate leads. AdWords multilingual optimization experts were able to analyze the company’s objectives and build campaigns in various languages including French, Italian, Polish and Spanish.

By getting in touch with multilingual optimization specialists, Montanstahl Germany was able to obtain further education on advanced AdWords features for campaign optimization and performance. Optimization specialists revised existing campaigns and increased their performance for conversions and bounce rates, also attracting more relevant traffic in different languages. After the implementation of the optimized campaigns, Montanstahl Germany now receives enquiries from all over Europe with an average of 15 to 18 new projects per day with 50 to 60% of them being from new customers. Traffic includes customers that know the company well but look for its products online, as well as new customers who are not familiar with the brand but need these types of services. The company is now successfully running campaigns in 7 different languages and they are adjusting their systems to deal efficiently with the high

demand generated by AdWords.

According to Mr. Niemeier optimization services allowed their company to advertise faster and more efficiently in different countries: "Without the service we would have extended our website and advertising in different languages much more slowly." He also finds great value in the dedication and expertise levels of AdWords' multilingual optimization specialists, who helped him raise the profile of their campaigns: "First of all, it was important for us and our decisions that Googlers work very analytically and directly. Their efforts showed us that our 'terrific German campaign' was at best average and we learned what Googlers can do once they get started."

Montanstahl's sales are expected to significantly increase in 2009 and the company will keep investing in their AdWords campaigns. Mr. Niemeier further explains: 'Our advertising budget would only be limited by the company's physical capabilities, because there is no opportunity more efficient to find customers already searching for our solutions'.