



A Leading Car Rental Company Increases Match Rates & Conversions with Redpoint

WHY

A leading European car rental company's PPC marketing team is responsible for delivering relevant ads to a highly diverse audience – one that spans languages, travel preferences, and country-specific advertising regulations. To reach high-intent users across Google's advertising ecosystem, the team adopted Google Performance Max (PMax). But soon, they noticed a gap between expectations and results; match rates and conversions weren't where they needed to be.

The team suspected the issue lay in the quality of the customer data being fed into Google's systems. Minimal segmentation and insufficient data preparation meant Google's algorithms lacked the nuance needed to distinguish between different customer personas and booking behaviors.

Having seen measurable success with Redpoint's technology in North America, the company's European marketing team decided to pilot the **Redpoint Data Readiness Hub**, starting with its UK audience. The objective: use better-prepared, higher-quality customer data to drive stronger campaign performance and more effective audience targeting.

WHAT

The key to great advertising isn't just reach, it's relevance. To match the right message to the right customer, brands need complete, clean, and connected data. That's where the **Redpoint Data Readiness Hub** came in.

Built for speed and precision, Redpoint automatically validates, cleanses, enriches, and unifies data from disparate sources, creating a high-quality stream of insight-ready customer profiles. With real-time identity resolution, persistent keys, and intelligent matching, the company now segments with far greater accuracy – even before a single record hit Google's systems.

Customer data is normalized and enriched on ingestion, giving Google clearer, sharper audience signals for ad targeting. The company now has the ability to eliminate wasteful ad spend, increase conversion efficiency, and significantly improve match rates across every region where the campaign runs.

WOW

With smarter segmentation and cleaner data flowing through the **Redpoint Data Readiness Hub**, return on ad spend (ROAS) across five source markets generated \$50 million (€45M) with a 9.5% ROAS – surpassing the 8.5% target. An annualized projection of nearly \$200 million in revenue would easily eclipse the previous revenue of \$184 million, with a year-over-year increase projected at \$2 million above the original goal.

TARGET

8.5%
ROAS

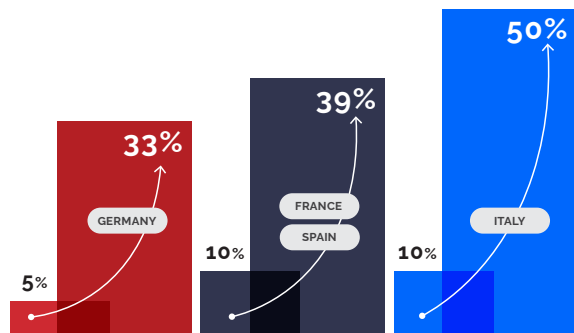
ACTUAL

\$50M (€45M)
with a 9.5% ROAS

projection of nearly
\$200 million in revenue

Key Wins:

- Increase in Conversions: A conversion rate for UK customers who completed a quote after clicking on an ad on a Google advertising channel increased from 6.9% to 8.7% - representing a \$35,000 increase in booked revenue in 4 weeks.
- Higher Match Rates: Match rates skyrocketed to 39% (France and Spain) and 50% (Italy). For the German audience, match rates increased from 5% to 33%. There was also a 5% increase in matching customers who booked in the last 30 days (34% to 39%) and 4% increase in a match of customers last booked 31-180 days ago.



Key Drivers of Success:



Smarter Targeting: With higher-quality data, the company more efficiently reaches high-intent audiences while eliminating underperforming spend.



Stronger Conversion Rates: Improved conversion efficiency across campaigns demonstrated by achieving more sales with fewer clicks – attributed to better audience targeting.



Refined Segmentation: Enhanced audience segmentation enables more precise and impactful campaign execution.