



## FC-Moto achieves a fivefold increase in international markets by embracing Dynamic Search Ads

### About FC-Moto

- Founded in 1996
- Headquarters in Aachen, Germany
- [www.fc-moto.de](http://www.fc-moto.de)

### Goals

- Expand internationally
- Use automation to drive operational efficiency

### Approach

- Employed Dynamic Search Ads
- Implemented automated bidding
- Used Conversion Optimizer

### Results

- Expanded from five markets to 25
- New markets include: China, Malaysia, Estonia, Turkey, Poland, Latvia, Greece, Israel, Japan, Indonesia, Czech Republic, Romania, Slovenia, Hungary, Slovakia, South Korea and Lithuania
- Increased conversions by 20%

Having launched in 1996 and expanded into online in 1999, today FC-Moto is a leading German retailer of motorcycle equipment, including helmets, clothes and motorcycle parts.

With international expansion a key focus, the company needed a way to market products in countries where it had no existing language support. “We don’t have a dedicated marketing team or agency,” explains FC-Moto CEO Farshid Chalabari. “So we were looking for a smart solution that would help us expand our online marketing endeavours at scale while making as much use of automation as possible.”

By embracing Dynamic Search Ads, FC-Moto found the answer to its needs. “First of all we identified the most suitable export markets, depending on parameters like population, social progress, currency risk, motorcycle popularity and distance, in order to account for delivery costs,” Farshid says. “As we didn’t have any internal language support for these countries, Dynamic Search Ads were the perfect solution for us. Our account management team helped us set up Dynamic Search Ads for an additional 20 countries. By making use of automated bidding, Conversion Optimizer, dynamic ad formats and auto targeting, we were able to drive our export business at scale.”

Today FC-Moto sells to customers in 25 countries and devotes about 15% of its marketing budget to Dynamic Search Ads, while the approach has seen monthly conversions grow by up to 20%. Farshid describes the tool as low maintenance, with great market insights an added benefit. “Dynamic Search Ads really helped us to gain a foothold in markets we didn’t advertise in before,” he affirms. “Our export journey has just started, and we’re excited to further grow together with Google.”

### About Dynamic Search Ads

Dynamic Search Ads target relevant searches with ads generated directly from an advertiser’s website – dynamically. With Dynamic Search Ads, Google organic web crawling technology keeps a fresh index of the advertiser’s inventory. When a relevant search occurs, an ad is dynamically generated with a headline based on the query, and the text based on the advertiser’s most relevant landing page.

**Shark France - Vêtements et Accessoires de Moto**  
**Ad** [www.fc-moto.de/fr/Shark](http://www.fc-moto.de/fr/Shark) ▾  
4.4 ★★★★★ rating for fc-moto.de  
Découvrez Nos Offres en Ligne !  
Retour & Échange 14 Jours · Expédié avec DHL et UPS · Sale à 60%  
FC-Moto.de has 1,256 followers on Google+  
[Combinaison 2 Pièces](#) - [Combinaison 1 Pièce](#) - [Casques FC-Moto](#) - [Alpinestars](#)

---

**Motorradhelme FC-Moto.de**  
**Ad** [www.fc-moto.de/Motorradhelme](http://www.fc-moto.de/Motorradhelme) ▾  
4.4 ★★★★★ rating for fc-moto.de  
Motorradhelme & Motorradbekleidung. Lederkombis, Stiefel, Handschuhe.  
Große Auswahl · Schnelle Lieferung · Gute Preise · 14 Tage Umtauschrecht  
FC-Moto.de has 1,256 followers on Google+  
[Motorradhelme](#) - [Motorradhandschuh](#) - [Freizeit Bekleidung](#) - [Motorradstiefel](#)

Above: Dynamic Search Ads helps FC-Moto sell in countries where it has no existing language support.