

Case Study **dmlights**

TOTAL
CONVERSION
VALUE

+95%

2018 VS 2019

+21%
SALES

+51%
CONV.

-62%
COST

CLIENT PROFILE

dmlights was founded in 1979 as an electricity and lighting shop. In 2004, the dmlights online store was launched and following its success, it now offers over 50,000 different lamps and lighting fixtures across Europe, Australia and China in the near future.

ADCORE OBJECTIVE

Expand and grow by obtaining new clients whilst remaining profitable. Manage multiple domains and accounts with changing inventories to different markets, languages and currencies. Penetrate and successfully compete in new markets worldwide.

ADCORE SOLUTION

Dynamic creation of thousands of ad groups through our software which is linked to the changing feed of clients. Adcore is a partner of Google (Premier Partner), YouTube & Bing. Due to that, our account managers regularly undergo on-site trainings and our clients' accounts receive account audits and whitelist access for beta features. Our account managers speak 8 different languages and have years of experience translating creatives

"Adcore is a reliable partner that enables us to make the **most out of our SEM activity**. Our account managers constantly present us with new opportunities in order to reach the best results.

I'm also very impressed by the software - Views and Feeditor allow us to **effortlessly market hundreds of thousands of products**. I highly recommend Adcore's Service."

JEFF DE MEUTER
CEO

Contact us for further info:
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