



Muhlert Digital. ×



Bohmeyer & Schuster
SCHILDER-VERSAND.COM

Paid Search Case Study:

Efficient Growth: How Bohmeyer & Schuster Increased SEA Revenue by 70%





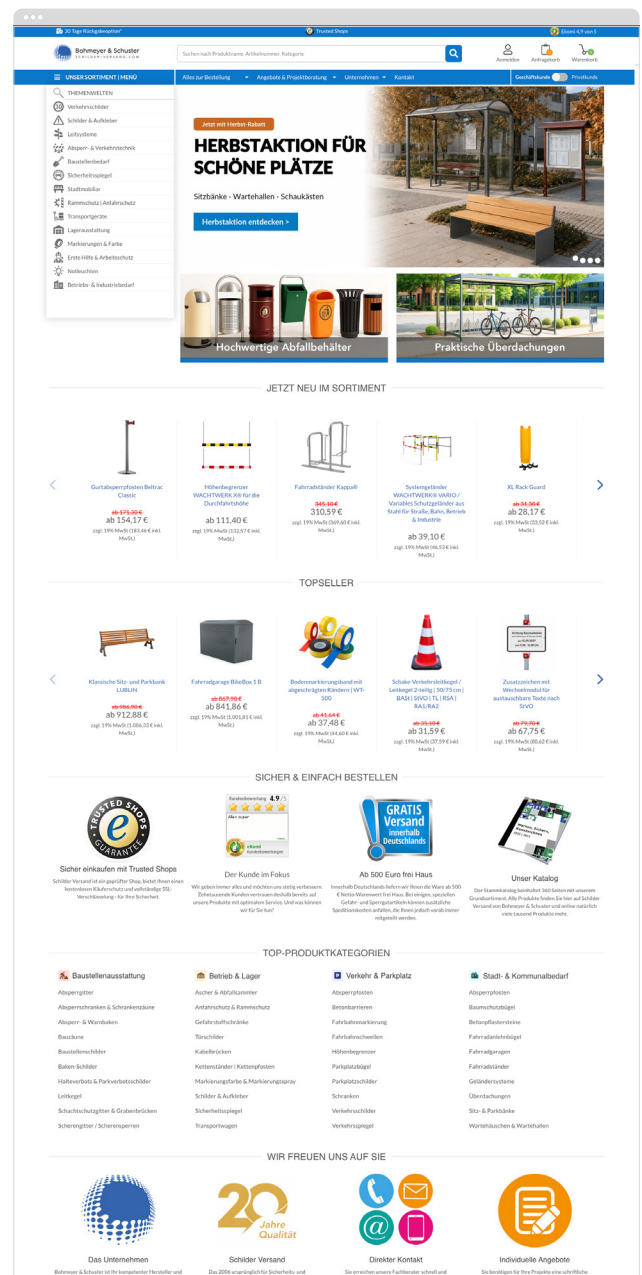
Unlocking B2B Scale:

How Margin-Based Clustering Drove 70% SEA Revenue Growth and a 38% ROAS Lift

Operating online via schilder-versand.com, Bohmeyer & Schuster GmbH is an established leader in the B2B supply sector. Their broad product catalog spans industrial signage, street signs, guidance systems, construction site equipment, and safety technology.

B2B eCommerce comes with inherent acquisition complexities. Fluctuating average order values, extensive offline touchpoints, and distinct gross versus net pricing requirements on platforms like Google Shopping make paid search notoriously difficult to manage efficiently.

By 2021, Bohmeyer & Schuster maintained a strong position in their market, but their digital growth had stalled. Leadership felt their existing agency was taking a passive, reactive approach. Plagued by slow response times and generic management, the brand felt treated like a secondary account. Convinced that their search channels held significant untapped revenue potential, they sought an active agency partner to help unlock their next phase of growth.





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The Challenge

When Muhlert Digital audited the client's Google Ads account in 2021, the primary obstacle was a lack of clear account architecture. Campaigns relied heavily on outdated manual bidding strategies and operated in isolation, disconnected from the actual profit margins and economic goals of the business.

While Google Ads represented our primary lever, we quickly extended campaign operations into Microsoft Ads to capture high-intent business traffic.

We believe retainer models should never restrict account growth. Rather than limiting our work to standard channel management, we allocated retainer capacity into targeted mini-projects across data analysis, conversion rate optimization, search engine optimization, and tracking implementation whenever specific needs or opportunities arose.

Our Solution

Margin-Based Performance Clustering

A key breakthrough came from analyzing historical product sales volume against true net margins. Instead of structuring campaigns by generic catalog categories, we grouped products into three distinct performance clusters based on profitability.

Each cluster received dedicated campaign structures and portfolio bidding strategies with tailored return on ad spend targets. By tying target ROAS directly to the profit requirements of each product tier, every successful ad impression contributed directly to the net profit goals of the business.

Capturing the B2B Buying Journey

B2B purchasing behavior is rarely linear. In industrial supply, procurement managers frequently assemble digital shopping carts online, only to submit final orders offline via email, phone, or formal quote requests to satisfy internal approval processes.

To solve this tracking gap, we implemented Offline Conversion Import. By attributing offline revenue back to initial digital ad interactions, we gained complete visibility into total account performance while feeding accurate conversion value data back into automated bidding algorithms.

Continuous Iteration Across Six Years

Over our multi-year partnership, these initial clusters and bidding goals underwent regular recalibration to match evolving product lines and overarching business strategies. As search platforms introduced major updates, we continuously adapted our campaign frameworks to ensure Bohmeyer & Schuster remained ahead of industry shifts.



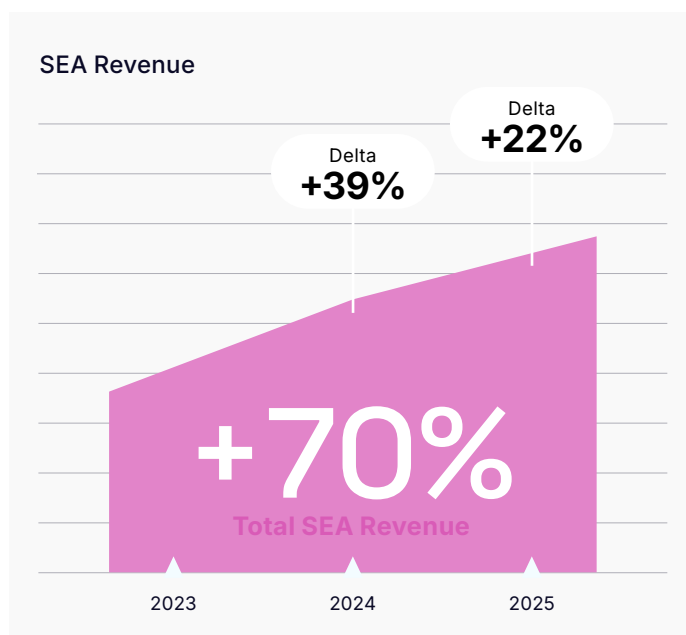
Our results: Revenue and Efficiency up

Examining performance data from 2023 through 2025 offers more than just impressive metrics. It reflects the enduring trust Bohmeyer & Schuster GmbH continues to place in our team, serving as a clear demonstration of the steady, compounding growth we consistently deliver across long-term agency partnerships. On a mature, seven-figure account, these three years capture the real business value of sustained strategic alignment.



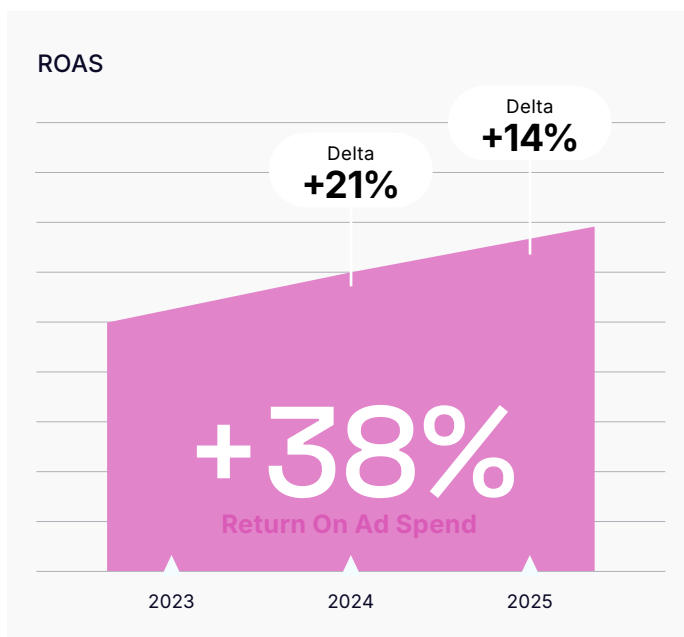
70% Increase in Total SEA Revenue

Paid search revenue increased by 39% from 2023 to 2024, followed by an additional 22% growth from 2024 to 2025. Over the three-year period, this strategic restructuring delivered a cumulative 70% increase in total revenue generated from search engine advertising.



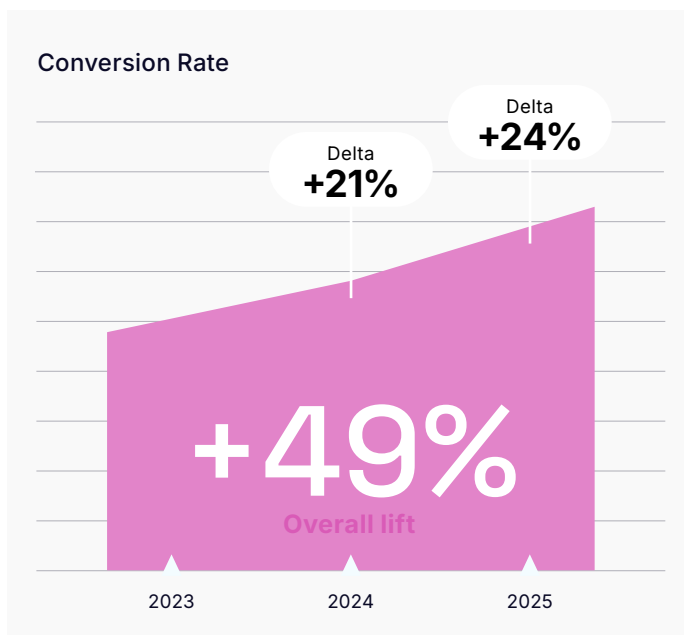
38% Relative Lift in Return on Ad Spend, 96% Absolute Lift

Growth was achieved while simultaneously expanding account efficiency. Return on Ad Spend improved by 21% from 2023 to 2024, and grew a further 14% from 2024 to 2025, marking an overall efficiency increase of 38% which translates into 96% increase in absolute ROAS.



49% Improvement in Conversion Rates

On-site conversion performance saw steady gains throughout the partnership. Conversion rates rose by 21% from 2023 to 2024, and jumped another 24% from 2024 to 2025, compounding to a total 49% improvement over three years.





Who We Are

Based in Berlin, Muhlert Digital is a global digital marketing agency delivering exceptional results across the funnel.

With thousands of hours of international experience and a portfolio spanning continents, our team is a powerhouse of experts in Paid Search, SEO, Programmatic, Display, and more.



Our Mission

Here, there's no "junior" tier – every strategist, creator, and analyst at Muhlert Digital is a seasoned professional, united by a relentless drive to outperform expectations.

Our mission is simple: to drive impactful results and exceed your marketing goals.



Our POV

We are committed to transparency – about who we are, what we do, and what we've achieved.

Our extensive experience shapes our identity and guides every business decision we make.

We treat your growth like our own.

Who Trusts Us

Over the years, we've had the privilege of earning the trust of some of the world's most respected brands, partnering with them to achieve their most ambitious business goals.

Ranging from Fortune 500 giants to agile startups navigating uncharted business landscapes – below showcases a glimpse of our diverse client portfolio. Our growth has been entirely organic.

We've never relied on a sales team or outbound outreach. Instead, our clients come to us – and stay with us – because of our senior-only team, ensuring every project benefits from deep expertise and seamless execution.



Our Team

Behind every campaign is a team of analysts, creatives, and strategists united by data and innovation.

We master paid media (Google, Meta, LinkedIn, Programmatic), organic SEO, and conversion-driven creative – seamlessly merging disciplines to fuel measurable growth. Case study-proven, we turn cross-channel synergy into your competitive edge.



Our team is made up exclusively of highly experienced marketing professionals who drive your campaigns with top-level expertise.

Our Services

We have assembled a team of online marketing experts dedicated to measurable business development. With extensive expertise in campaign management, strategy and creation – we convert clicks into customers at every stage of the sales funnel. Our strategic approach ensures that your campaigns achieve maximum impact and long-term success.

► Strategy

- Market Analysis
- Audience Research
- Personalization Strategy
- Customer Journey
- Analytics & Attribution
- BI & Data Science
- Conversion Rate Optimization (CRO)

► Campaign Management

- Paid Search (SEA)
- Organic Search (SEO/GEO)
- Paid Social
- Programmatic & Display Advertising
- Native Advertising
- CRM & Marketing Automation
- Affiliate Marketing
- Account Based Marketing (ABM)
- Google Marketing Platform

► Creation

- UI / UX Design
- Website Development
- Conversion Rate Optimization
- Graphic & Motion Design
- Asset Creation
- Content Production & Localization



Want to build efficient digital growth for your brand?

Learn more & reach out to us at muhlertdigital.com