

Jura's investment in Video ads on Google results in 8x ROAS



Jura + JumpFly
Montvale, NJ, USA · shopiura.com



The challenge

Jura started Video Ads in March 2019 with very little investment. They had beautiful and compelling video assets but needed help using them to maximize their reach.

The approach

In February of 2020, Jura started spending nearly \$2k a month on YouTube Video Ads through Google Ads.

Video assets were used to target:

- Remarketing audiences,
- Custom audiences built around Search keywords,
- Consumers in the market for a coffee machine.

The results

In 12 months, Jura saw over **\$180k in direct revenue** -- a nearly **8x ROAS**. With more than **1.3 million** viewable impressions, over **500k views**, and nearly **5,000 hours** of watch time, the Video Ads received **653 view-through conversions** with an estimated additional value of **\$600k**.

The account **ROAS grew to 24x** after being at 15.5x the previous year. Branded and Product Name campaigns saw their **ROAS increase 150%** each. And available impressions in the Branded campaign increased **25% YoY**.

The overall **cost per conversion fell 38%** as the Search conversion rate increased **13%** and the Shopping conversion rate increased **23%**.



JURA S8 Home Office Ready

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“Not only has our video advertising increased brand awareness, but the ROI from these ads has been incredible. JumpFly has helped us to craft this important segment of our overall digital marketing strategy, which has led directly to strong revenue growth.”

Bradley Cooper, Senior Ecommerce Manager, JURA, Inc.

Featured solutions:

Audience

- > In-Market Audiences
- > Custom Audiences
- > YouTube Remarketing

Attribution

- > Position-Based Attribution

38%

Decrease in cost-per-conversion

43%

Account-wide ROAS growth year-over-year