

CUSTOMER CASE STUDY · SEARCH-TERM OPTIMIZATION

# How Freudenberg Sealing Technologies improved Google Ads performance with human-controlled automation:

With pi-automate, Freudenberg Sealing Technologies elevated traffic quality and reduced wasted spend. Marketers preserved authority over every live change.

**12%**

higher conversion rate versus the stable pre-automation baseline

**2%**

of reviewed search spend identified as waste

**94.3%**

of recommendations approved by marketers with 0% adjustments

01

## The challenge

Google Ads performance depends on many small decisions that need to happen repeatedly.

Search queries must be reviewed, irrelevant traffic excluded, valuable terms promoted, and keyword structures kept up to date. At enterprise scale, this work competes with campaign planning, performance analysis, and other strategic priorities.

When reviews are delayed, inefficient search terms continue spending and valuable optimization opportunities remain unused.

02

## The solution

Freudenberg Sealing Technologies introduced pi-automate's search term workflow to automate the repetitive parts of search-term optimization. The workflow analyzes live search data and proposes specific account actions, including negative keywords, keyword promotions, match-type changes, and removals.

Every recommendation is presented to a Freudenberg Sealing Technologies' marketer. Only approved changes are applied to Google Ads.

This shifted the team's role from manually preparing every account change to reviewing focused, ready-to-apply recommendations. Marketing expertise remained at the decision point, while pi-automate handled the repetitive analysis and execution.

03

## The impact

During the measured period, the optimized campaign achieved a 12% higher conversion rate than the stable pre-automation baseline. Cost per acquisition remained essentially unchanged even though average click prices

increased by approximately 11%. The campaign therefore maintained its efficiency in a more expensive auction environment, indicating that higher-quality traffic was reaching the site.

The workflow also identified and muted search terms representing approximately 2% of the search spend it reviewed. This was based on actual spend recorded before the terms were blocked, rather than projected future savings.

Marketers approved 94.3% of the recommendations requiring a human decision. None of the approved recommendations needed editing, showing that the workflow produced changes marketers were comfortable applying directly.

04

## The result

Freudenberg Sealing Technologies did more than speed up Google Ads maintenance. The team was able to optimize the account more consistently, reduce wasted spend, improve traffic quality, and spend more time on strategic work.

Automation handled the repetitive work, while marketers remained in control and account performance improved.

## METHODOLOGY

Based on Freudenberg Sealing Technologies' production telemetry from its German Google Ads account in Q2 2026. Campaign performance was evaluated within the same campaign against a stable pre-automation baseline. Approval rate includes human decisions only and excludes system timeouts. The waste percentage reflects observed spend associated with affected terms before they were muted, not booked or guaranteed future savings.

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