

# HOW TO SELL BIKES ONLINE (FAST)

ALPSTÜRMER

# ALPSTÜRMER

Die Online Marketing Agentur für Sport-Unternehmen



Strategien und Best Practices der Sport- und Outdoor-Branche



Insights in Marktentwicklung, Trends und Daten



Durch die Brille der Industrie



Von Sportler – für Sportler

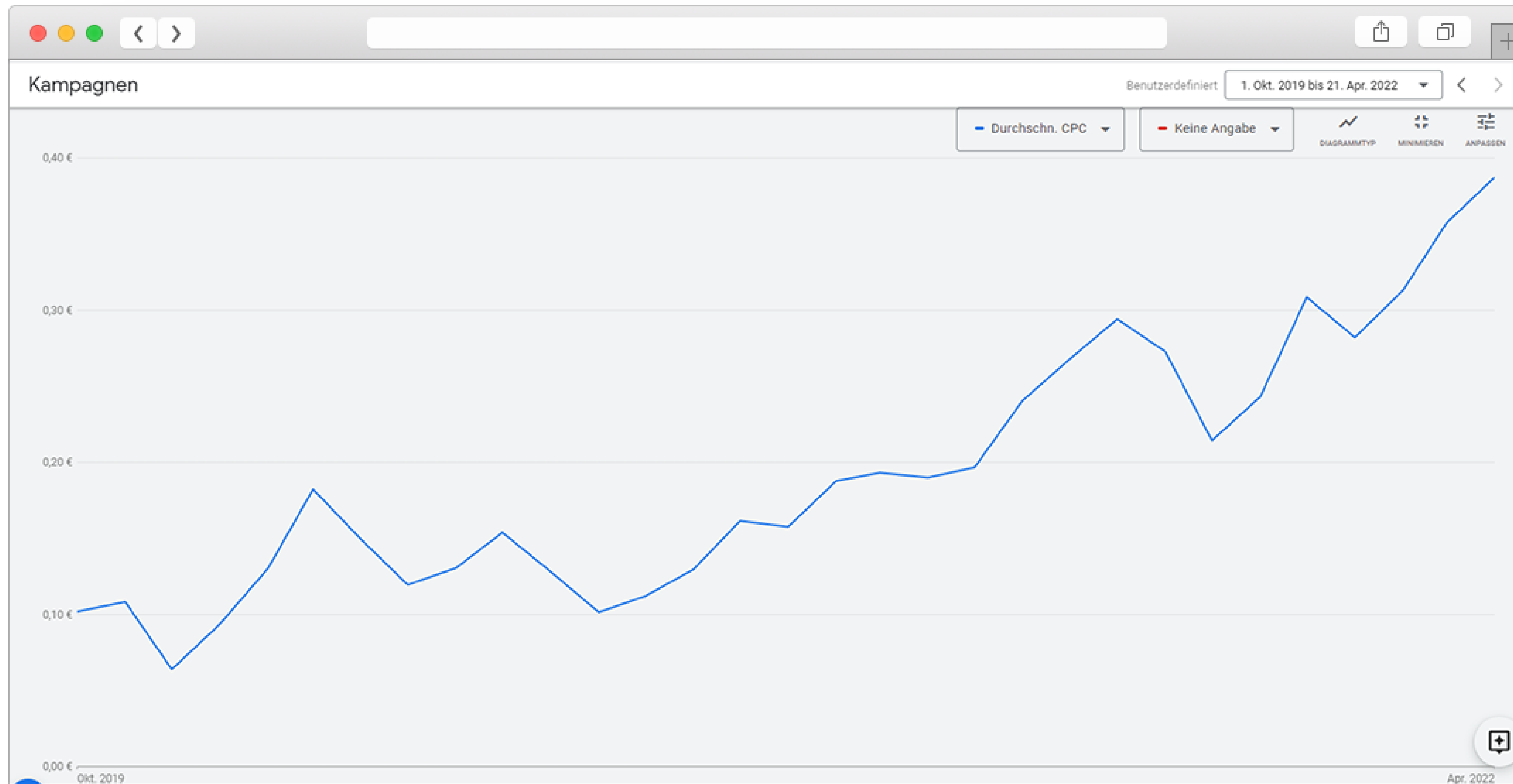


Online Marketing ist in unserer DNA



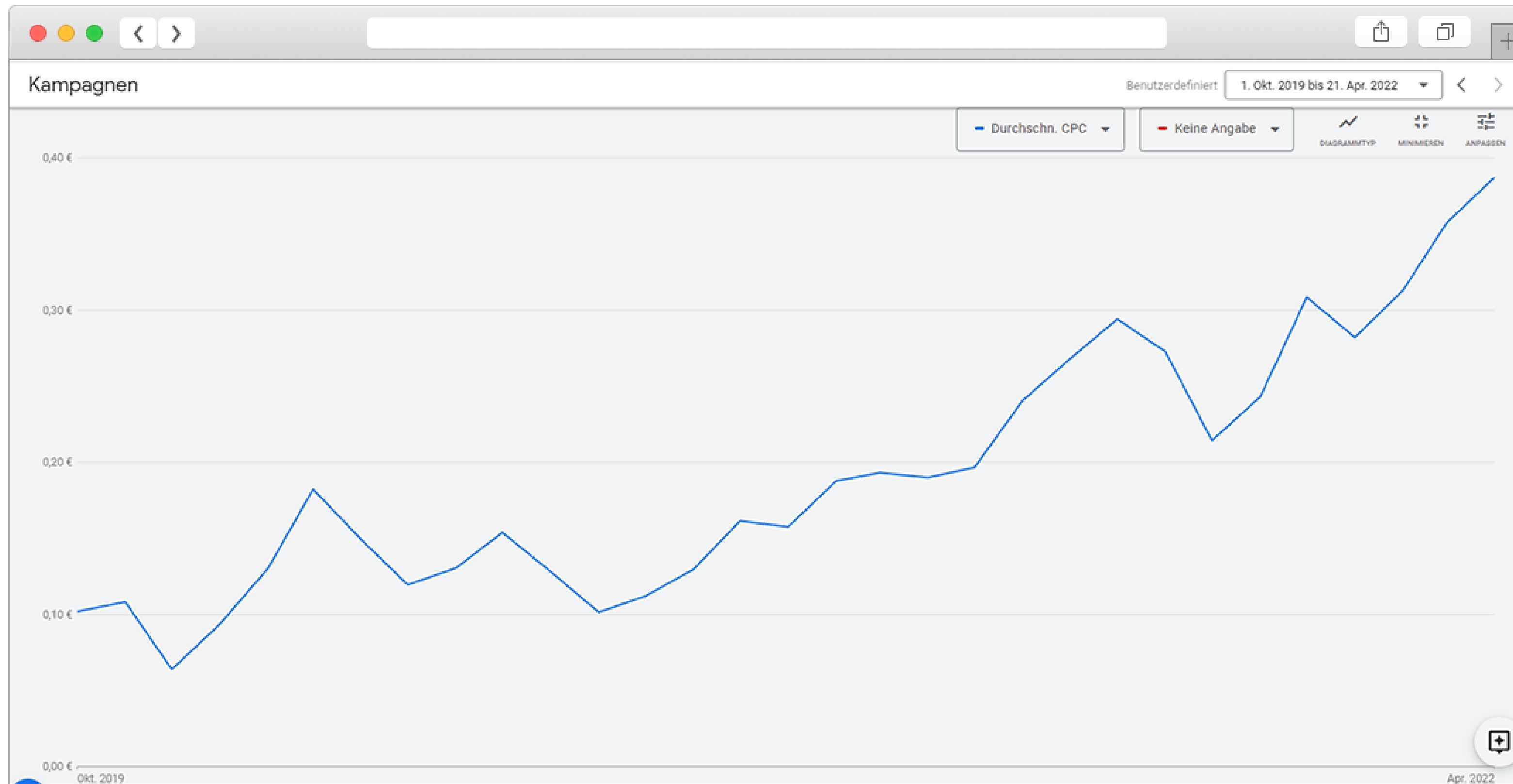
Jung, dynamisch, proaktiv

**Status quo**  
der Bike Branche



## Mehr Wettbewerb & weniger Nachfrage

- ↳ mehr Gebote in „Auktionen“
- ↳ steigende Klickpreise & steigende CPMs
- ↳ weniger Profitabilität



## Mehr Wettbewerb & weniger Nachfrage

- ↳ mehr Gebote in „Auktionen“
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## Outside the Box denken

- ↳ **3 Marketing Hacks**

Hack

**01**

**Creative Testing  
als Faktor X**

Hack

**02**

**Marketing  
Automation**

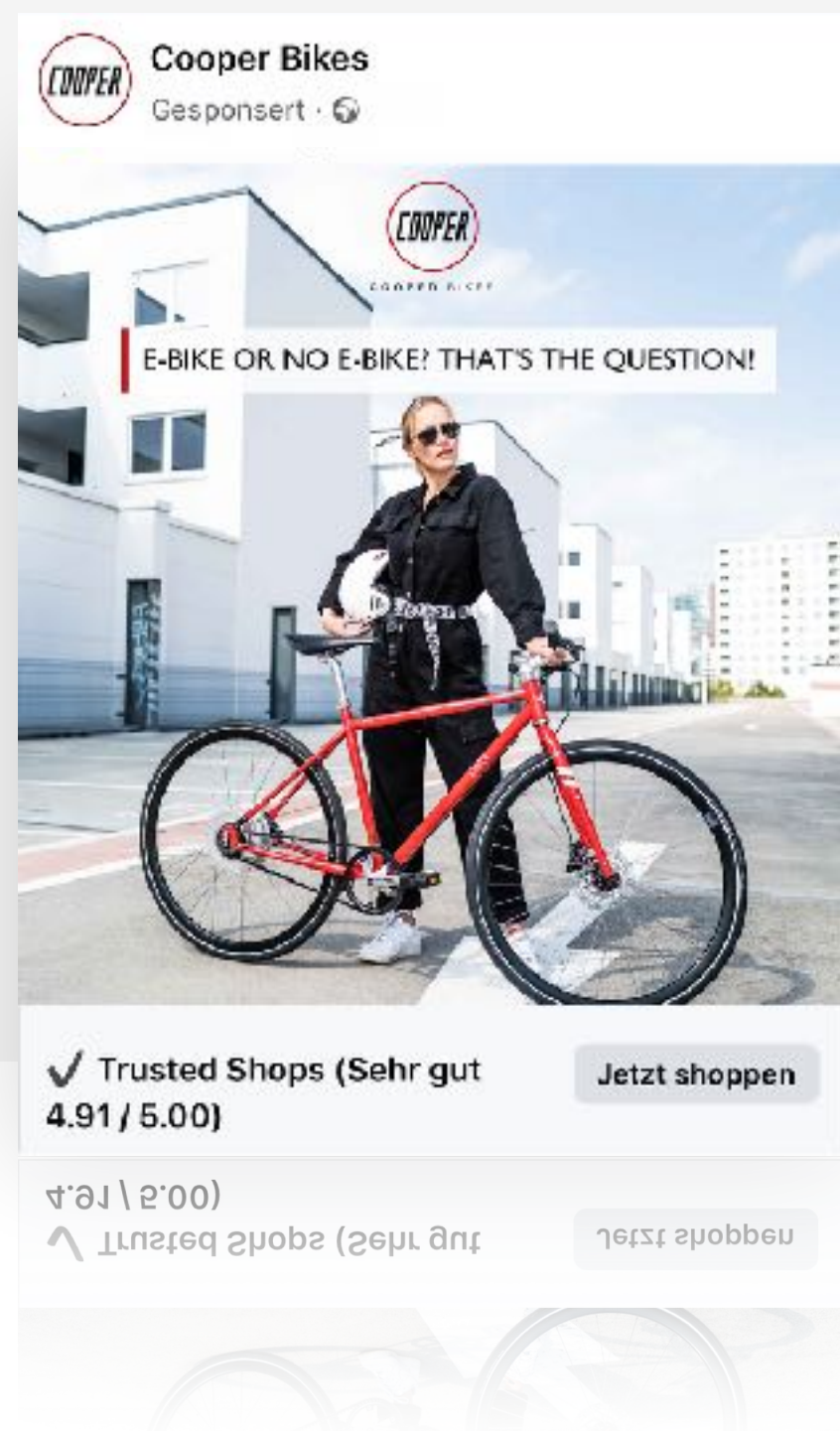
Hack

**03**

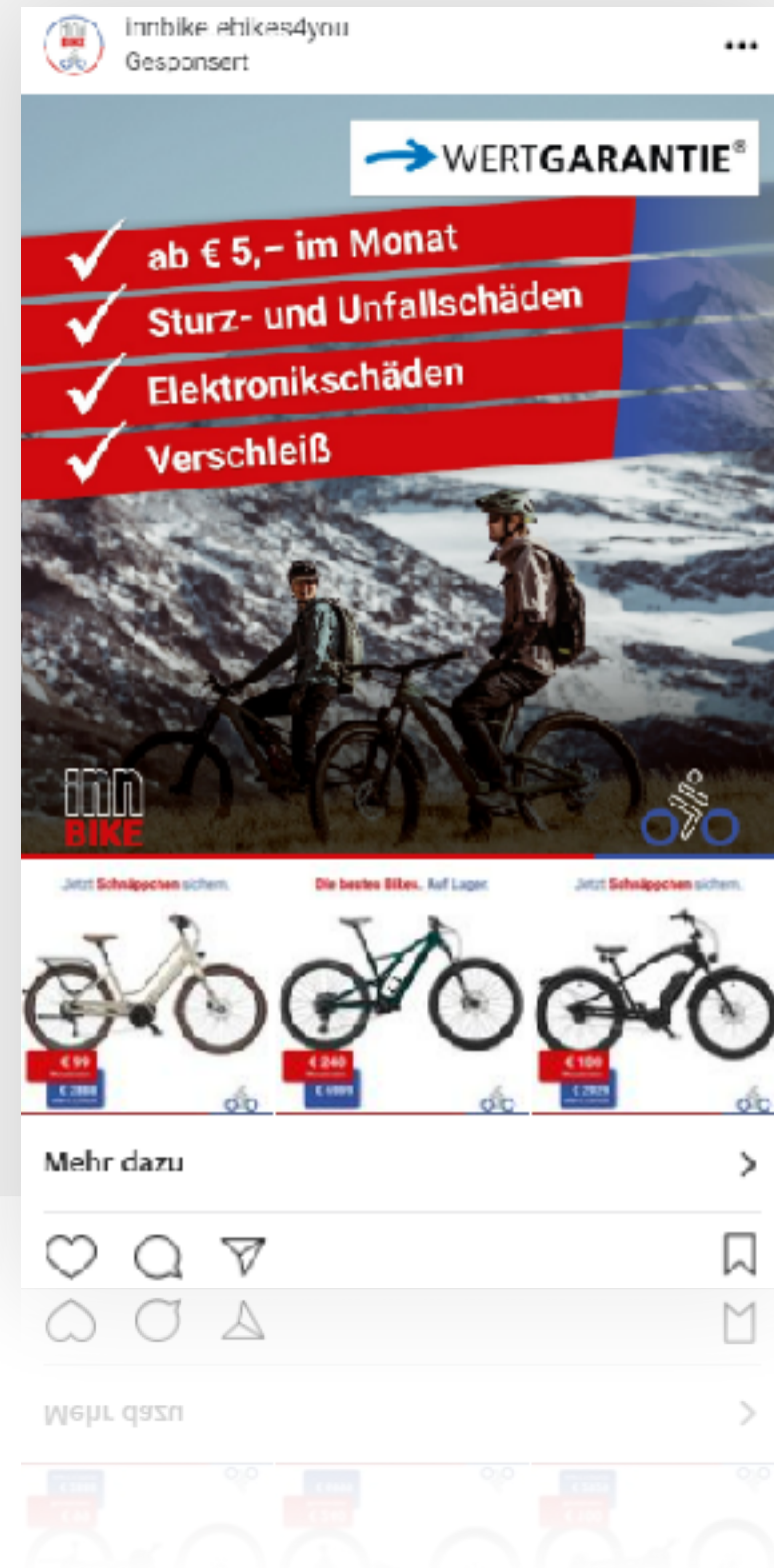
**Werbekosten-  
zuschuss 2.0**

Creatives:  
**Ein Überblick**

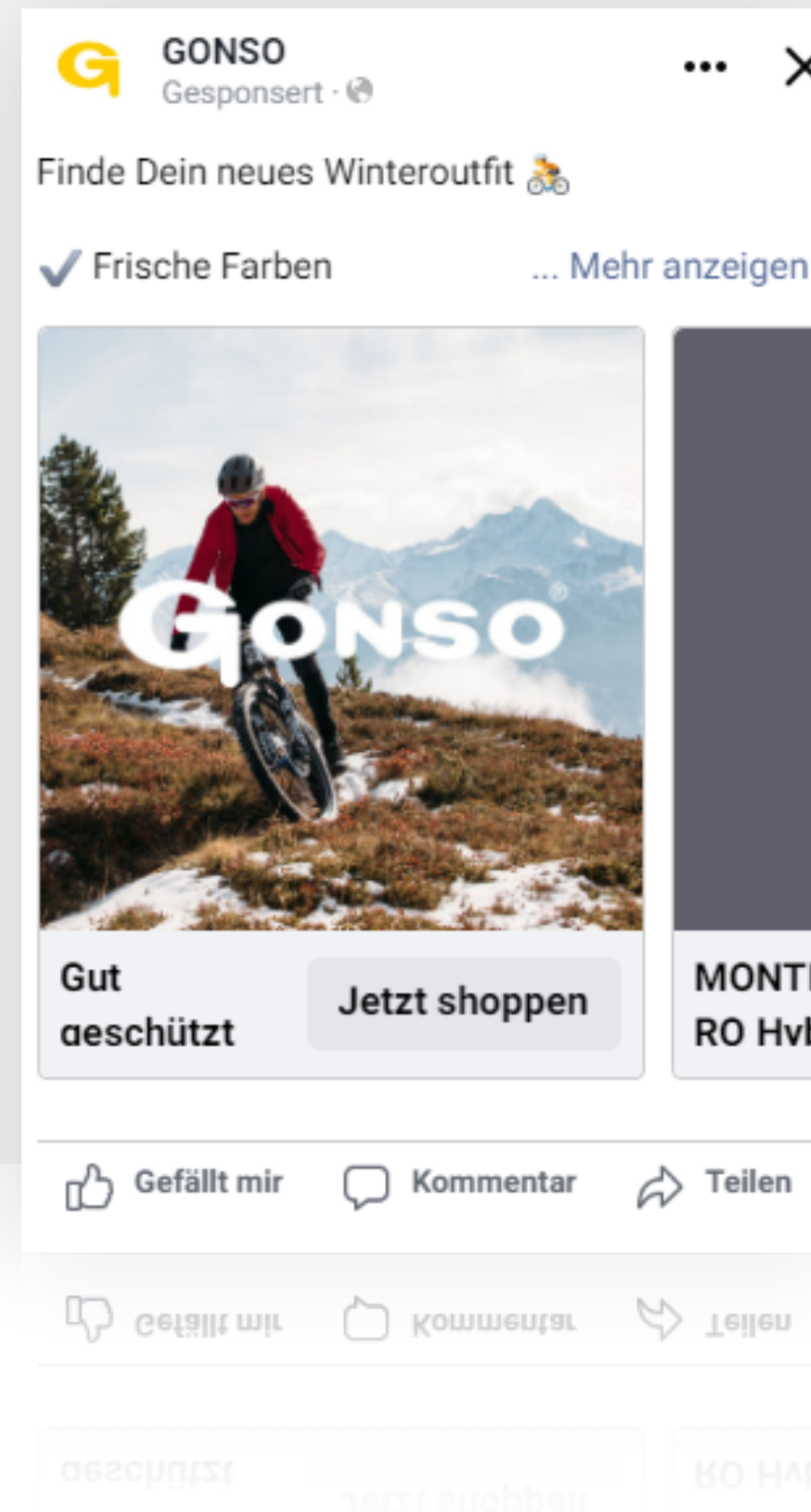
### Image Ad



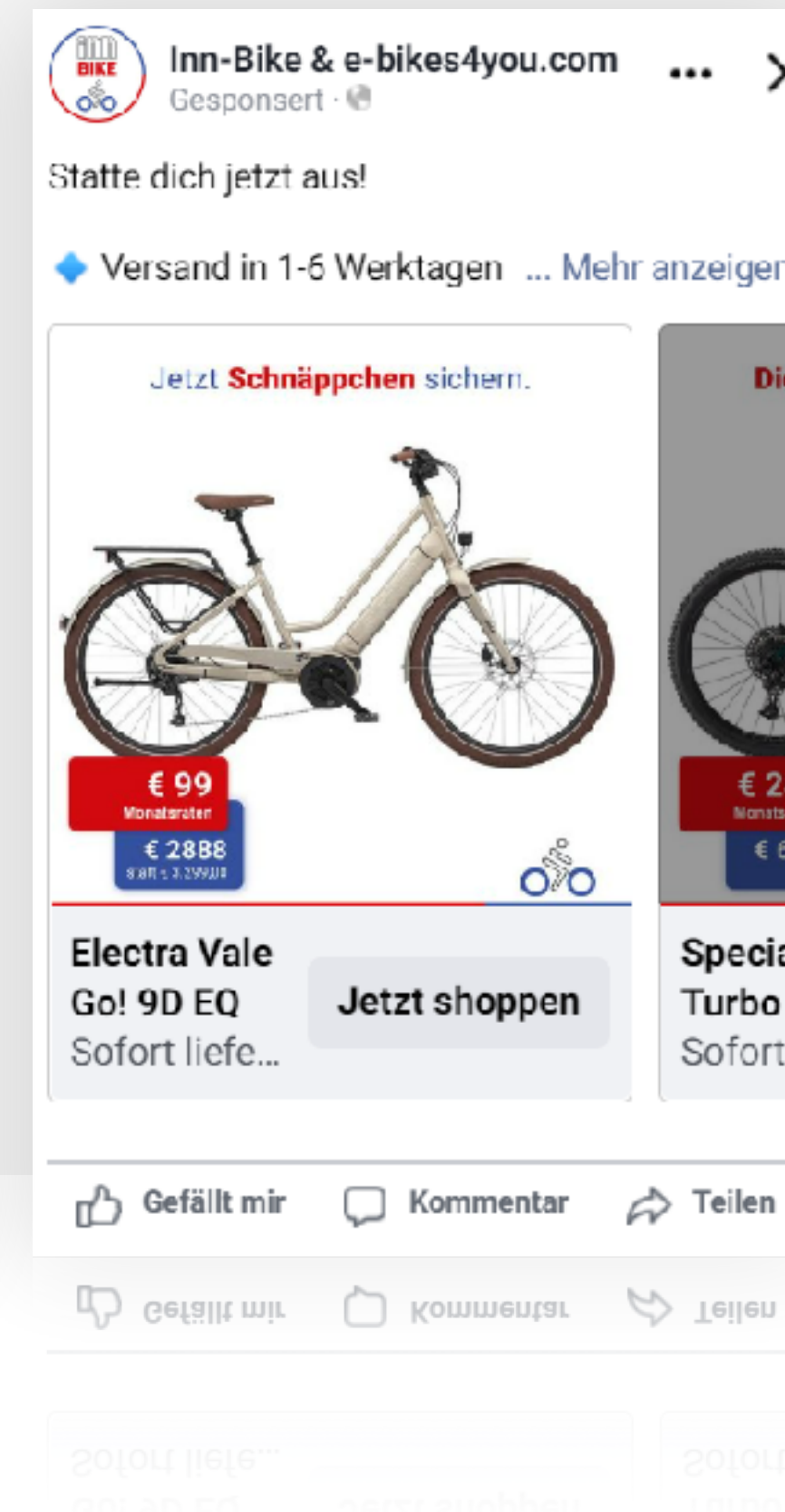
### Collection Ad



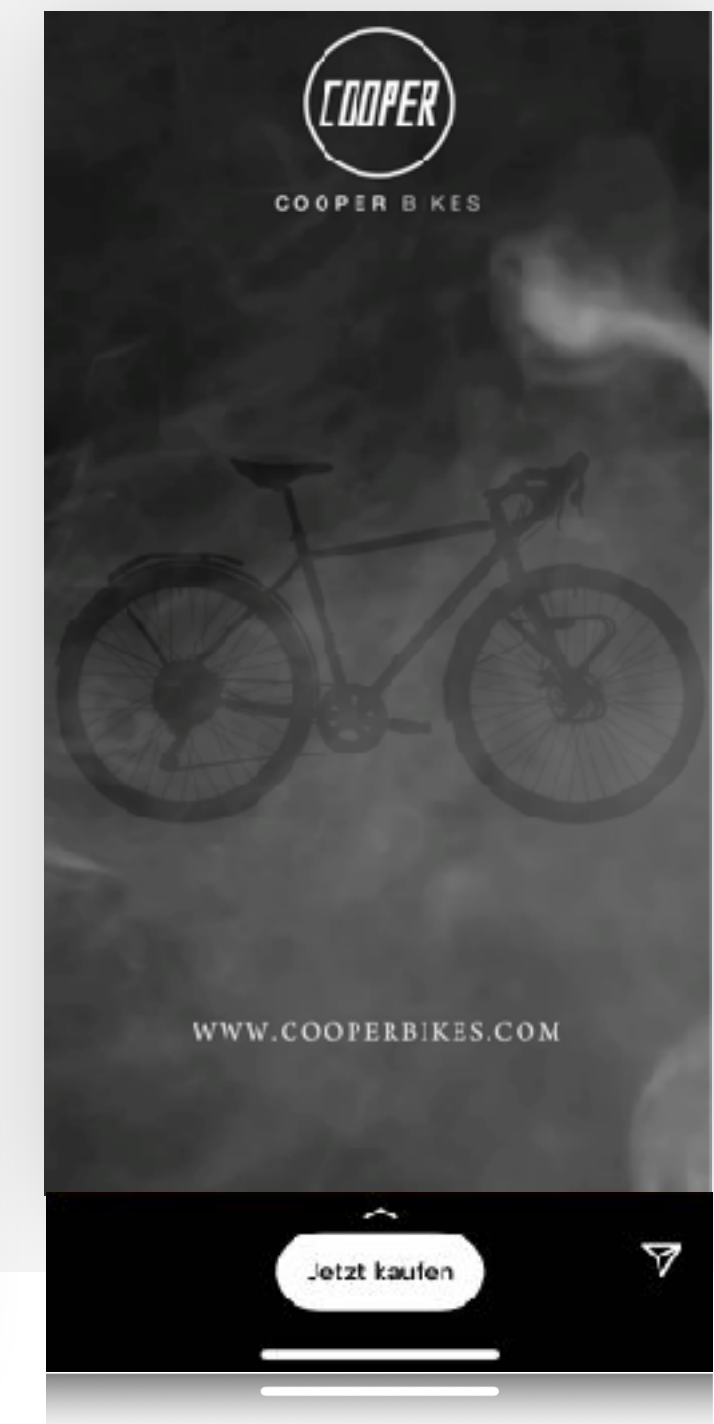
### Carousel Ad



### Dynamic Ad



### Video Ad





# Testing Framework: **Image Ads**

 **Cooper Bikes**  
Gesponsert · 

  
COOPER BIKES

E-BIKE OR NO E-BIKE? THAT'S THE QUESTION!



✓ Trusted Shops (Sehr gut  
4.91 / 5.00) [Jetzt shoppen](#)

Headline



Cooper Bikes

Gesponsert ·



COOPER BIKES

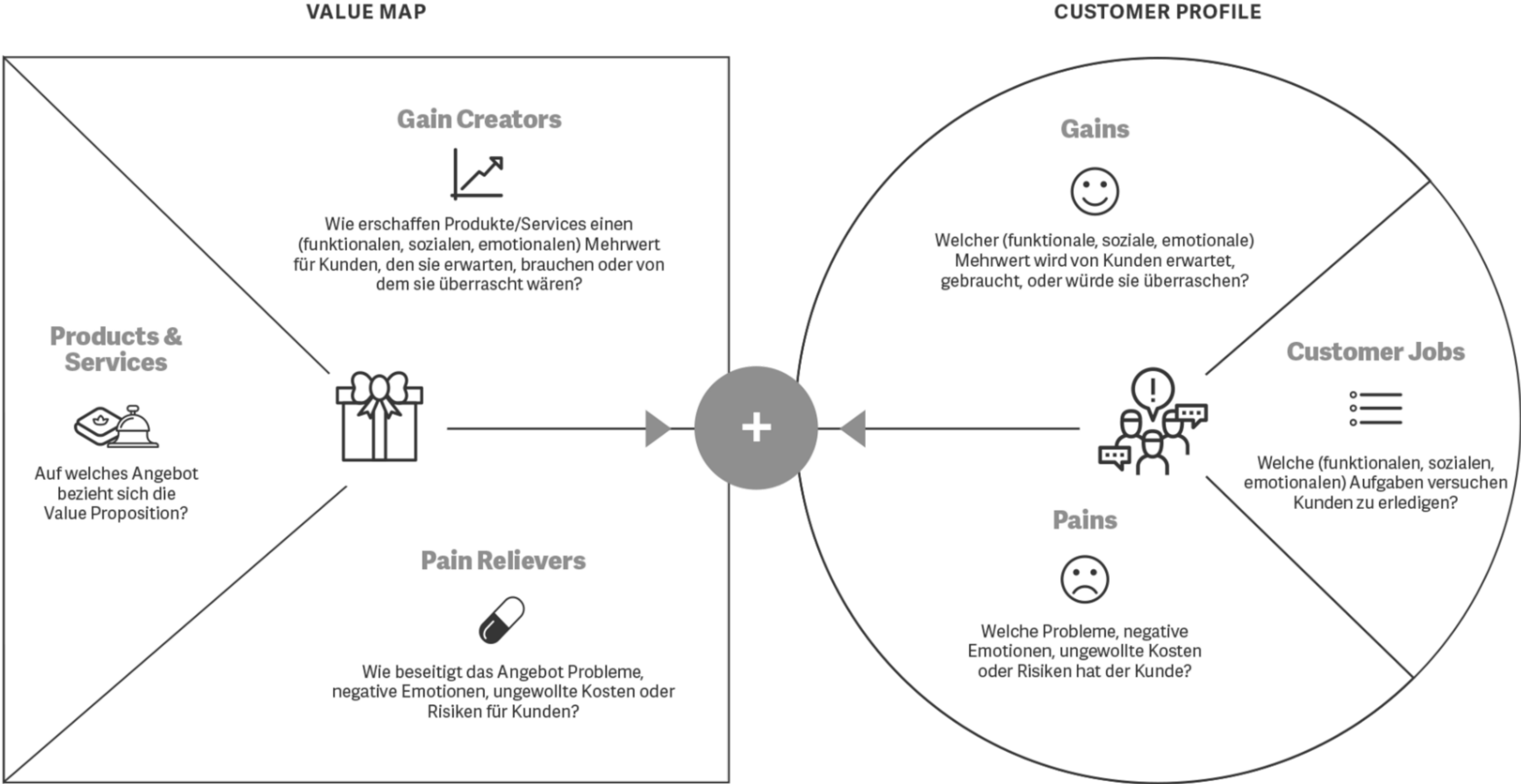
E-BIKE OR NO E-BIKE? THAT'S THE QUESTION!

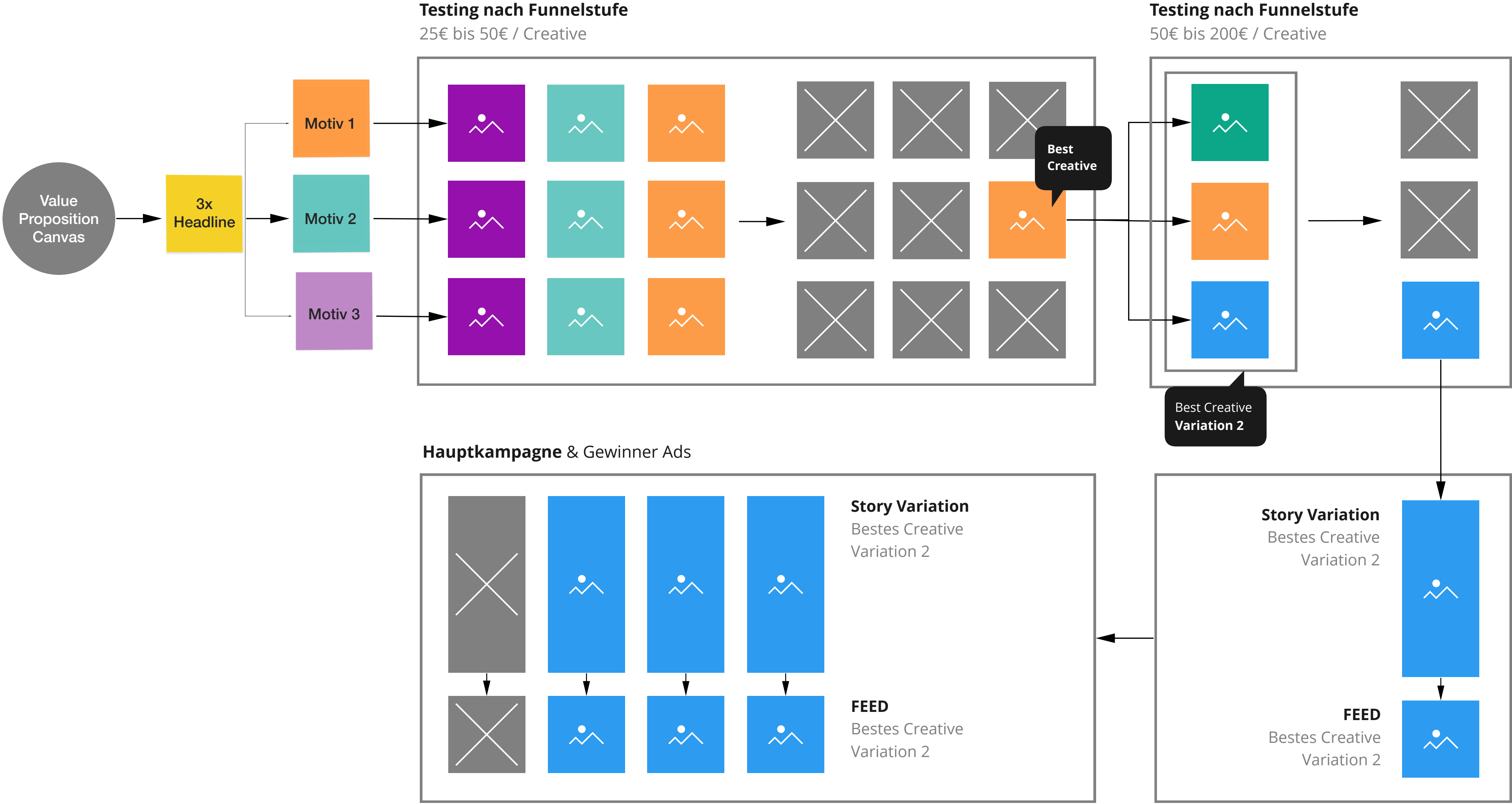


Motiv

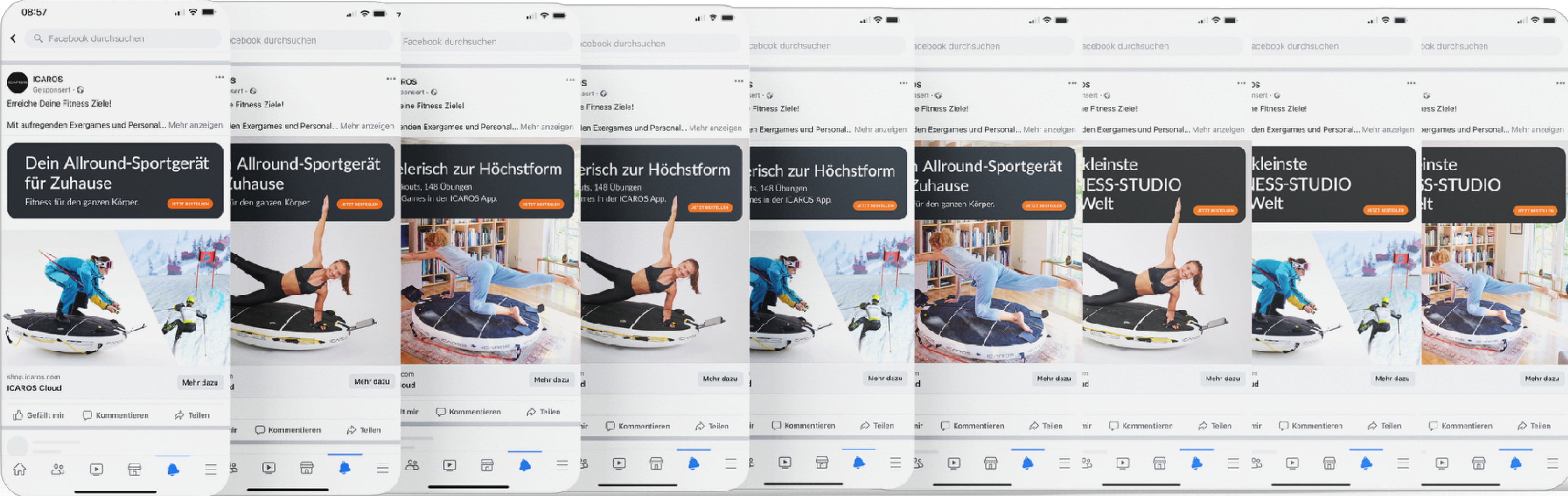
✓ Trusted Shops (Sehr gut  
4.91 / 5.00)

Jetzt shoppen

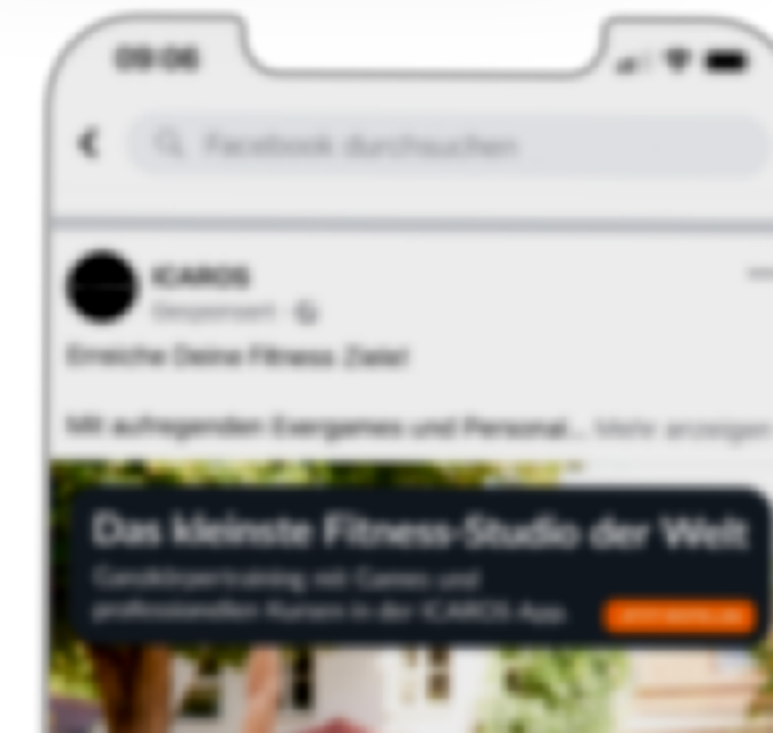
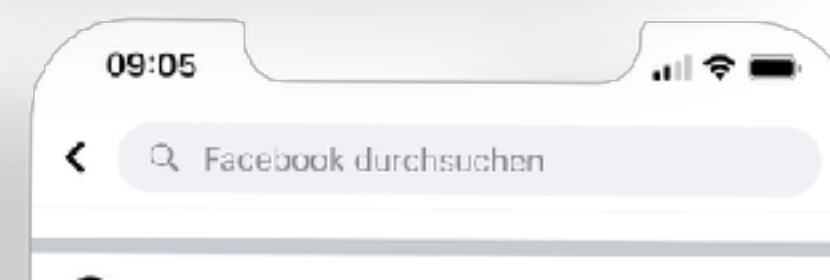
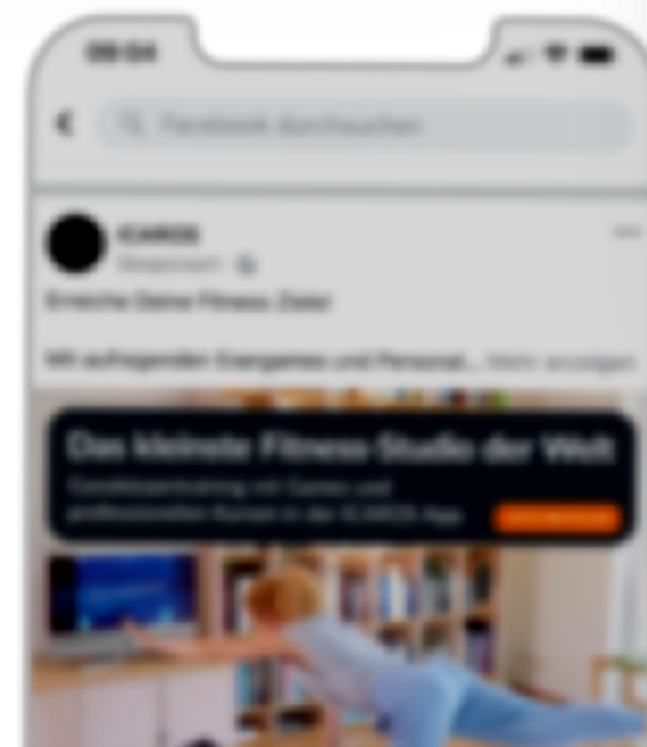
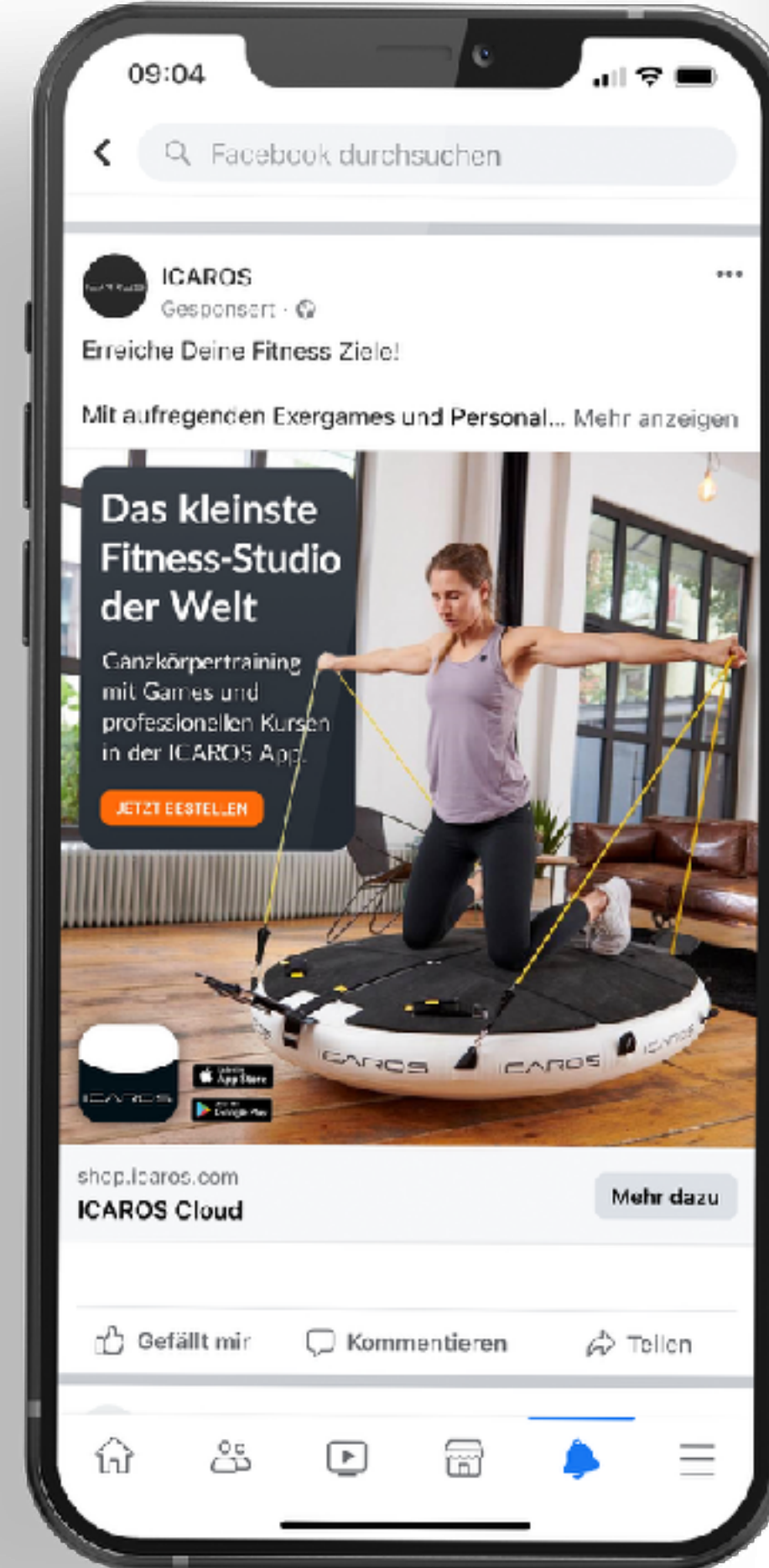
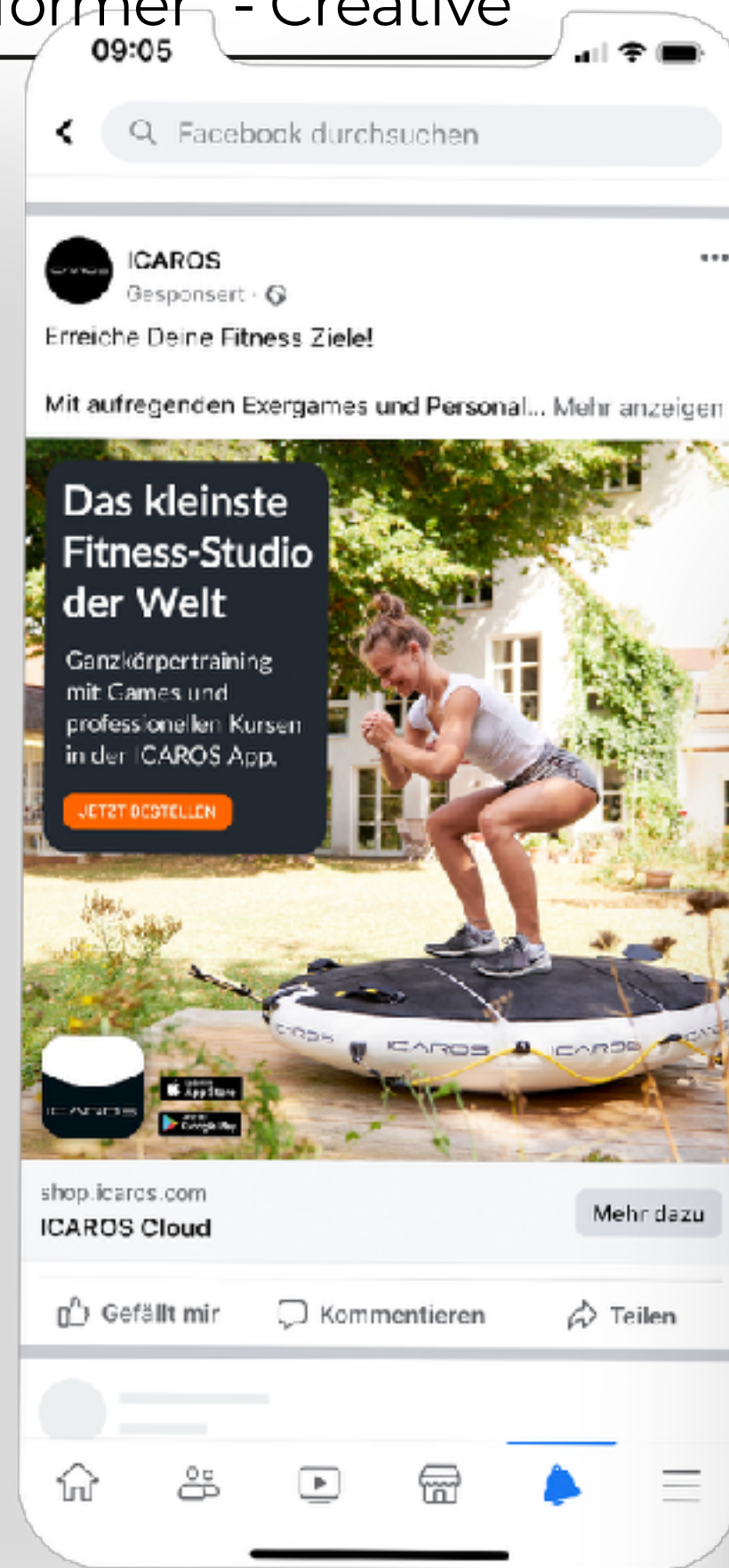




# Teststufe 1

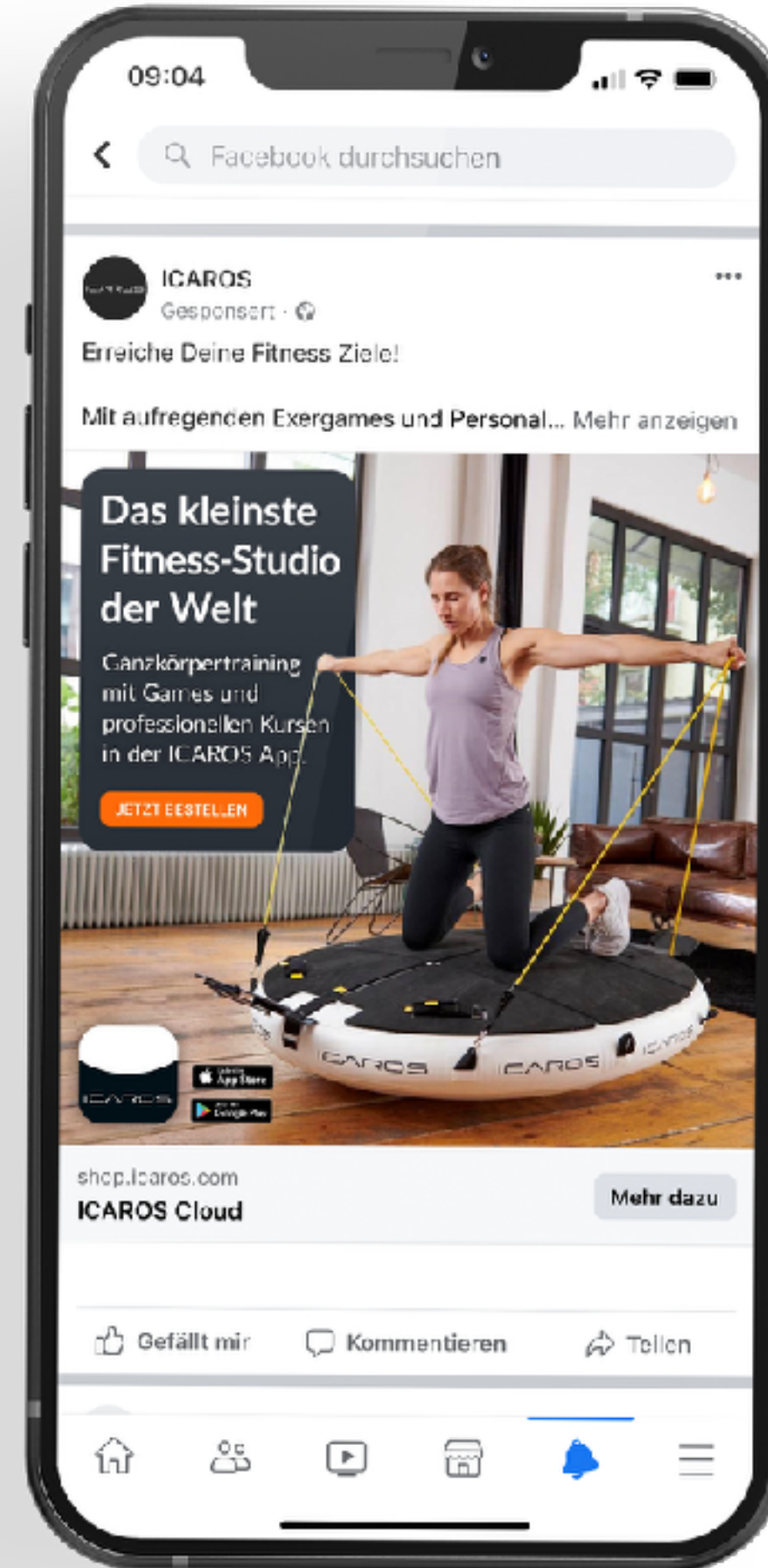


### Teststufe 2



### Best Performer vs. Worst Performer

# CTR +370%





**Pro Tipp:**

Learnings aus Social für Google Display Ads nutzen:



**Das kleinste  
Fitness-Studio  
der Welt**

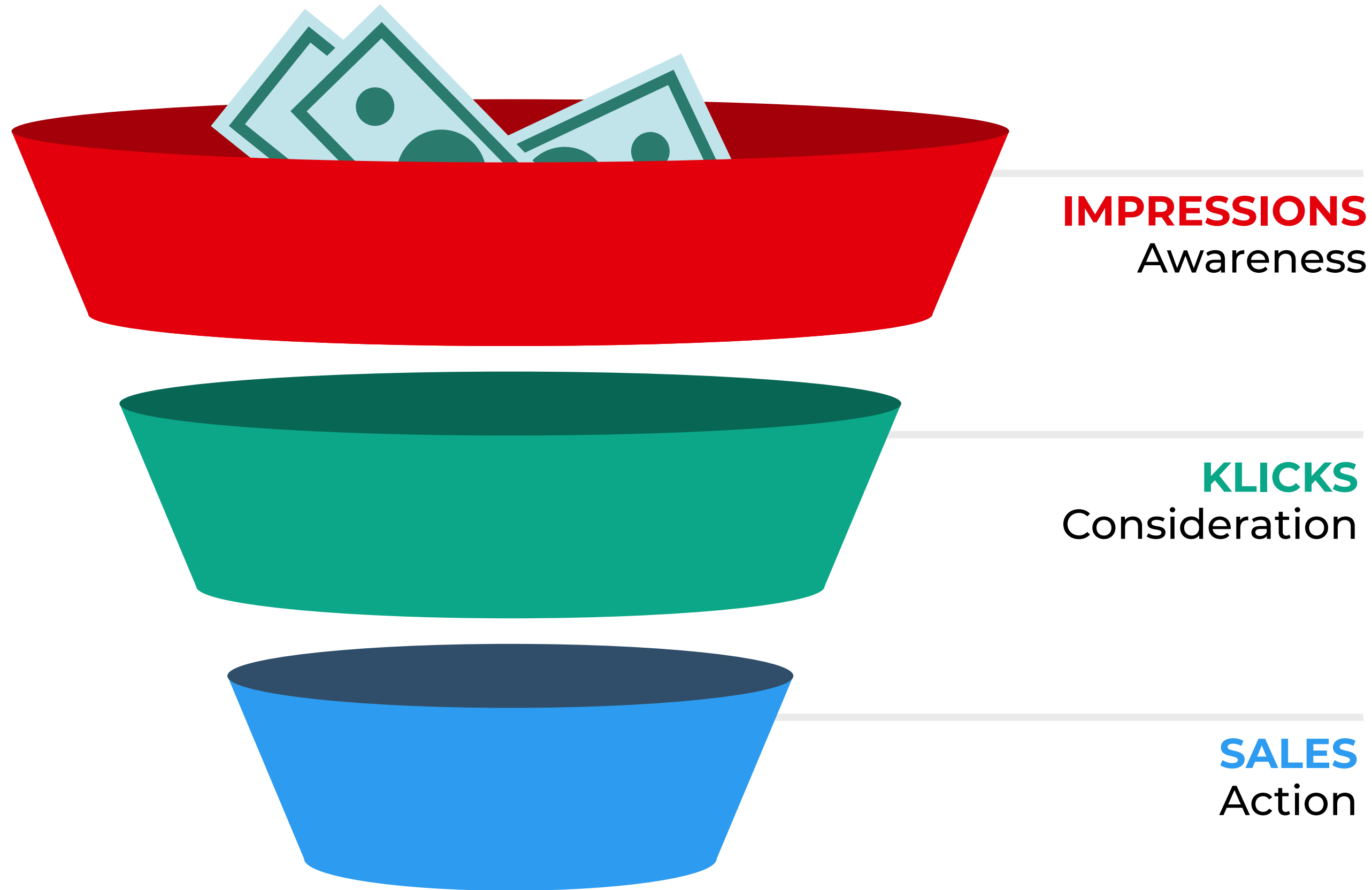
Ganzkörpertraining mit Games  
und professionellen Kursen in  
der ICAROS App.

[JETZT BESTELLEN](#)

The advertisement features a woman in a purple tank top and black leggings performing a resistance band exercise on a circular, white and black ICAROS fitness device. The device is placed on a wooden floor in a bright room with large windows. The text is presented in a clean, modern font, with the main headline in a large, bold, white font on a dark background. A prominent orange button with white text is positioned below the descriptive text.

# Testing Framework: **Video Ads**

# Bild VS. Video



## If we take 100€ ..

### BILD

17.271

CPM: 5,79€

69,4

CPC: 1,44 €

1,8

CPO: 54,54€

### VIDEO

12.887

CPM: 7,76€

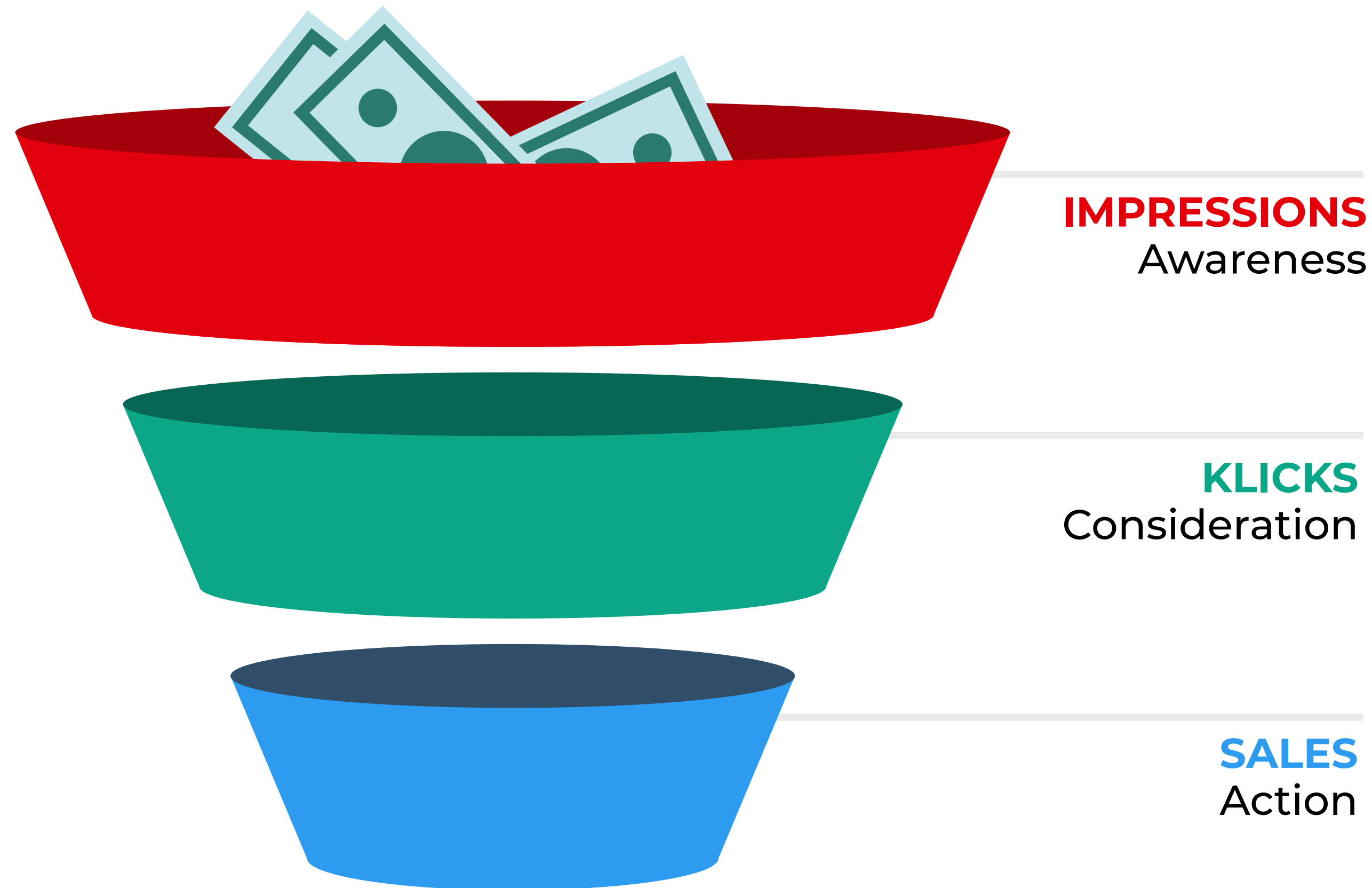
100

CPC: 1,00€

3,3

CPO: 29,98€

# Non UGC VS. UGC



## If we take 100€ ..

### Non UGC

14.205

CPM: 7,04€

72

CPC: 1,39 €

2,3

CPO: 42,71€

### UGC

12.987

CPM: 7,70€

109

CPC: 0,92€

4.0

CPO: 25,20€

# Der Aufbau eines UGC Videos

## Aufbau

### DIE HOOK

Die ersten drei Sekunden des Videos müssen den Nutzer catchen!

### DIE ARGUMENTATION

Der Mittelteil bietet genügend Platz für diverse Ausführungen - ob emotional oder argumentativ.

### DER CALL TO ACTION

Das Video wird abgeschlossen durch eine CTA, der einen Nutzer zum Handeln aufruft.

## KPI

### SSR

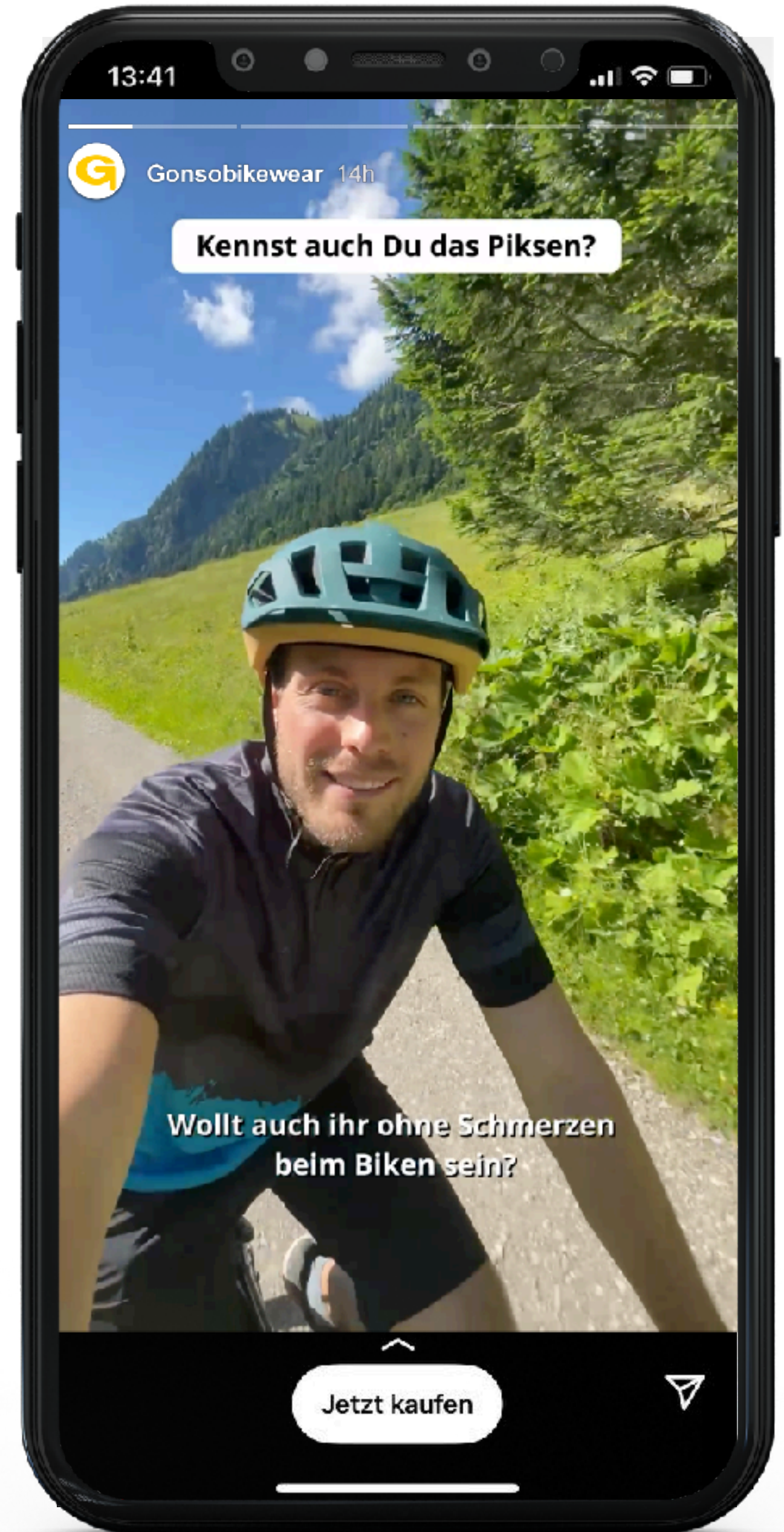
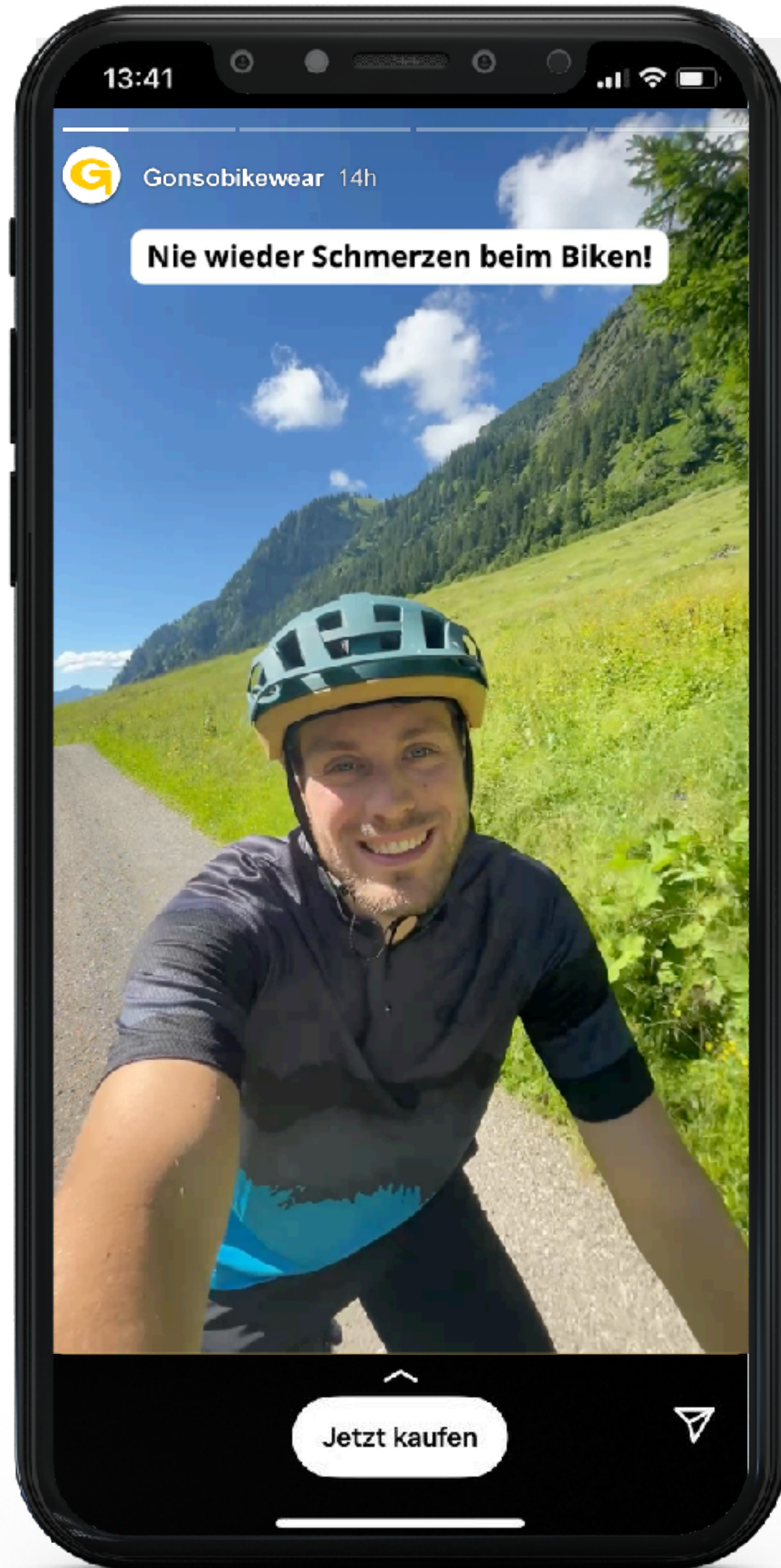
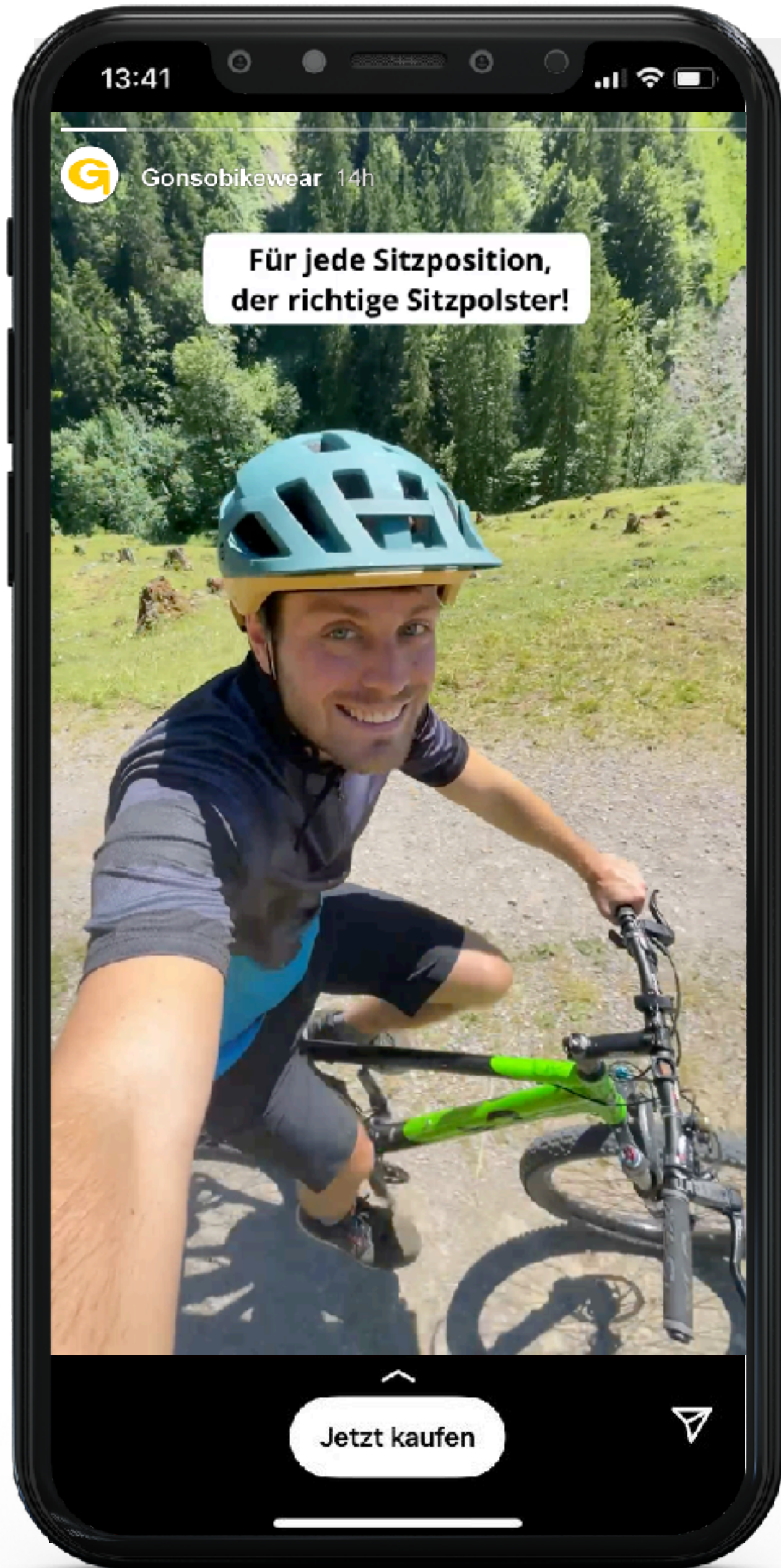
Stop-Scroll Rate

### CTR

Click-Trough Rate

### CR

Conversion Rate



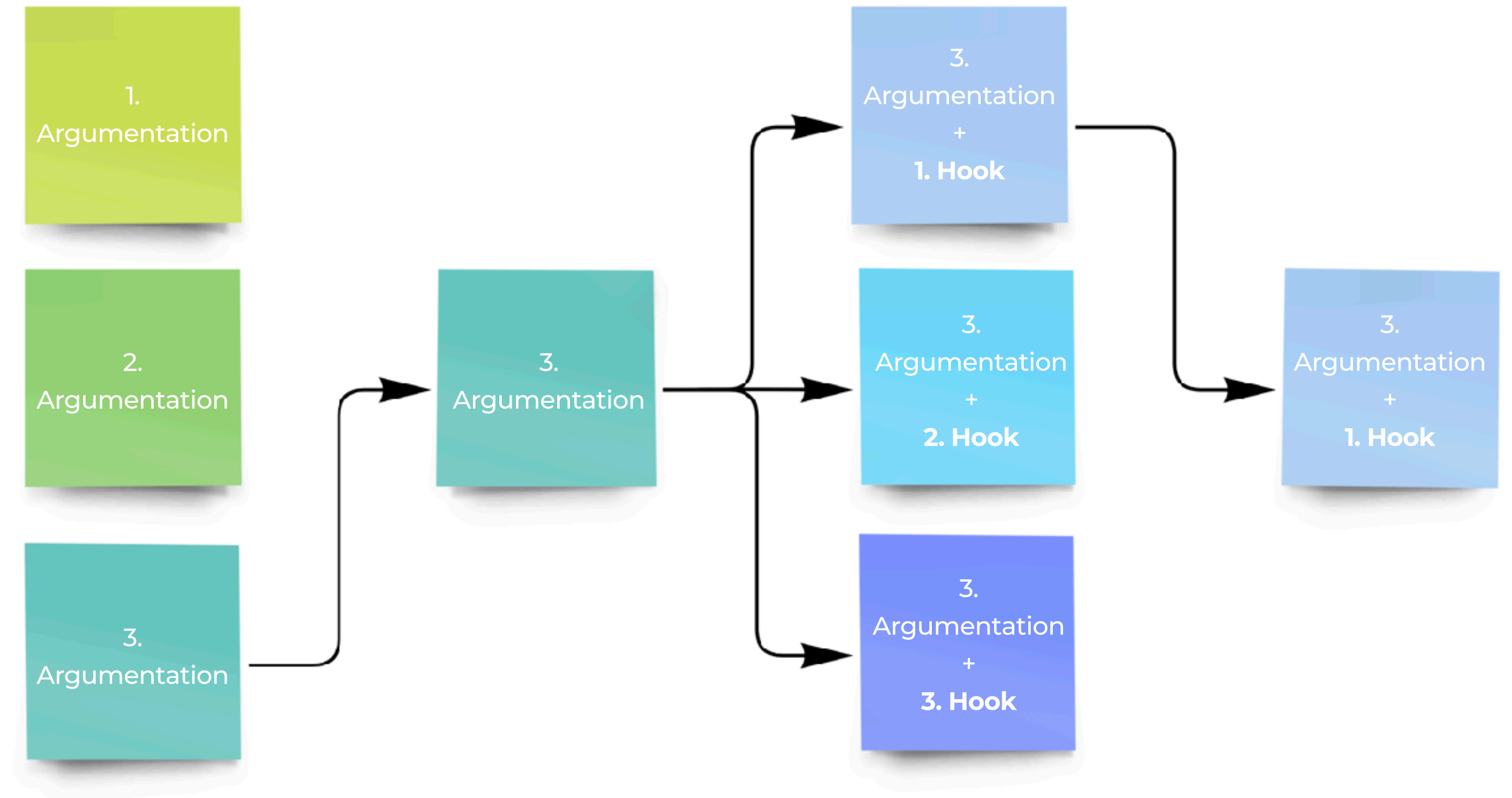
# Die Optimierung eines UGC Videos

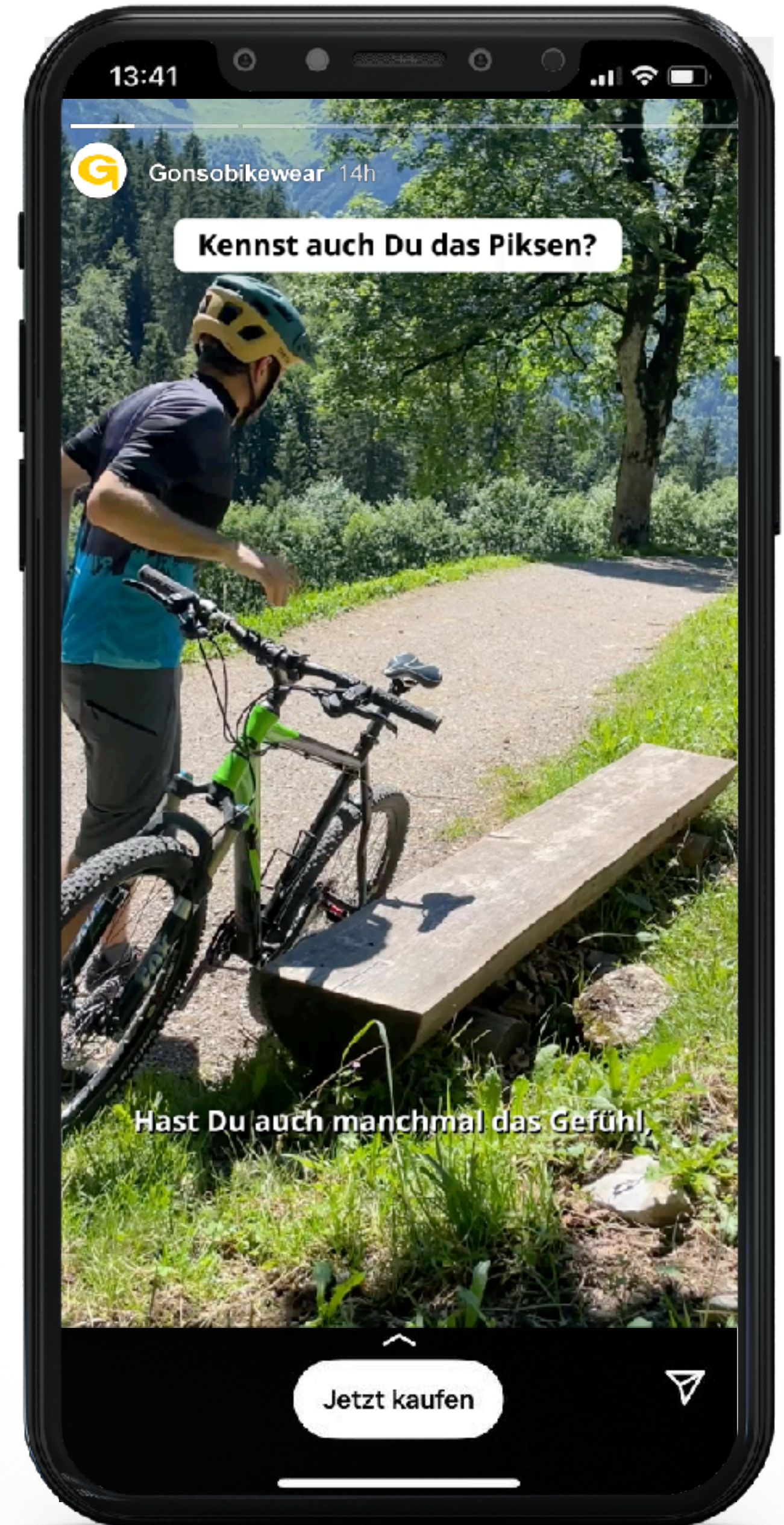
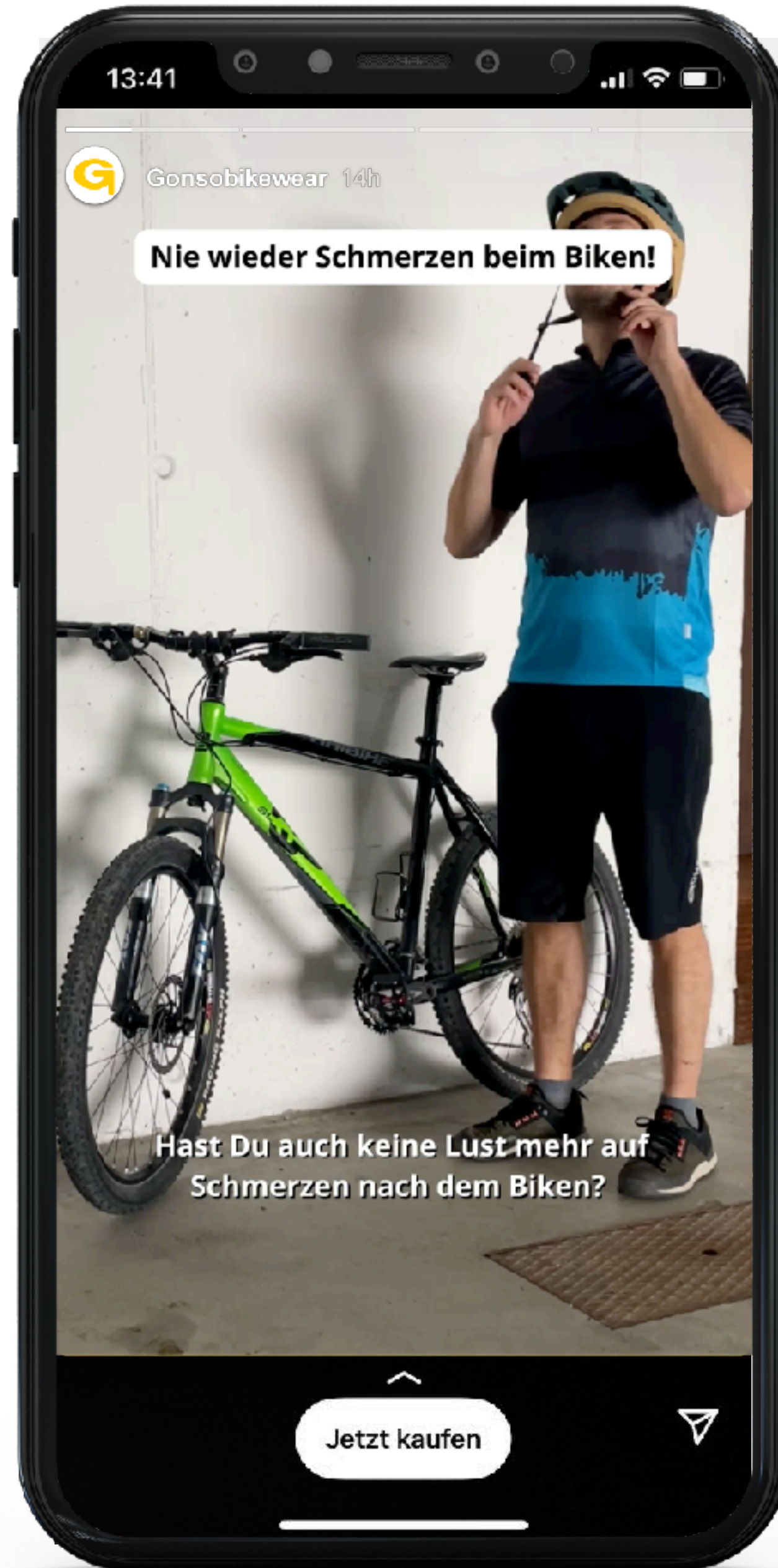
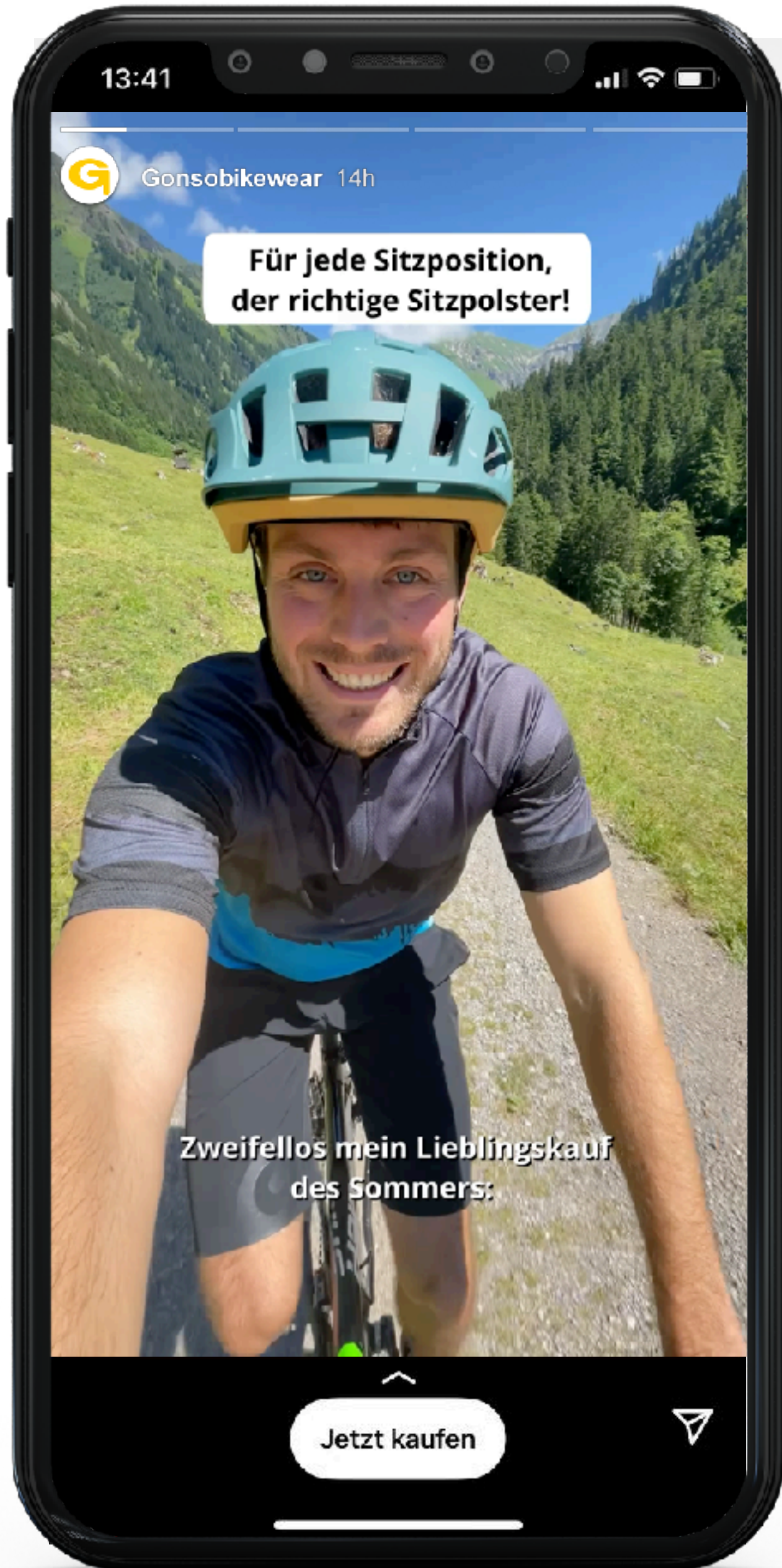
## Argumentation

Welche Kommunikations-Strategie funktioniert am besten?

## Hook Testing

Welches Intro bringt die besten Scroll-Stop Rate?







# Best Practices eines UGC Videos

## Subtitles

Nutze Untertitel, damit auch User die ihr Gerät ohne Ton benutzen, deine Werbung verstehen.

## Voice Over

Voice Over outperformt in der Regel den Face to Cam Produkt-Pitch

**So kurz wie möglich.  
So lange wie nötig.**

Hack

**01**

Creative Testing  
als Faktor X

Hack

**02**

Marketing  
Automation

Hack

**03**

Werbekosten-  
zuschuss 2.0

**KLASSISCHE ADS**

**DYNAMIC ADS**

Fertiges Creative

Produktfeed

Manuelle  
Einpfl egung

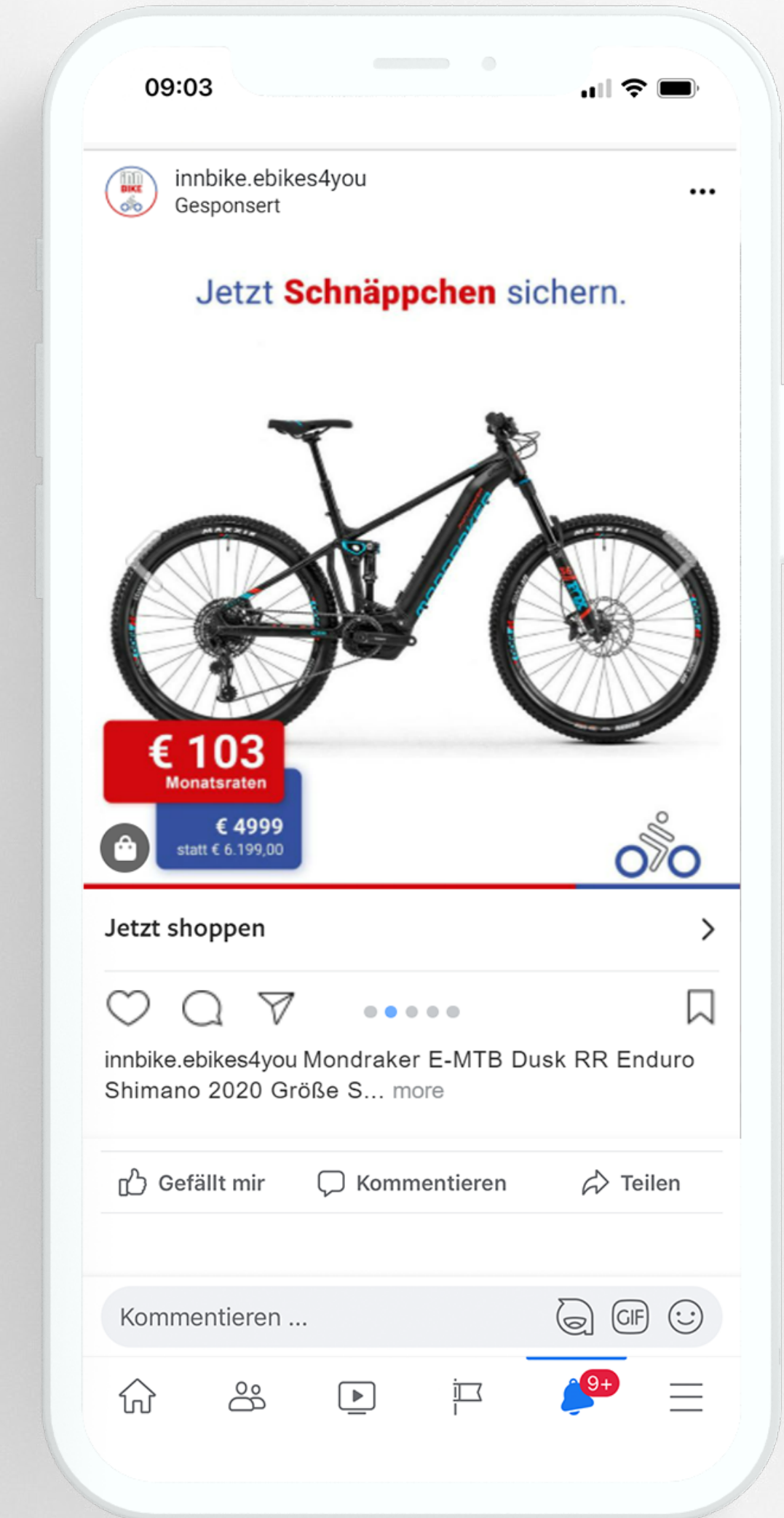
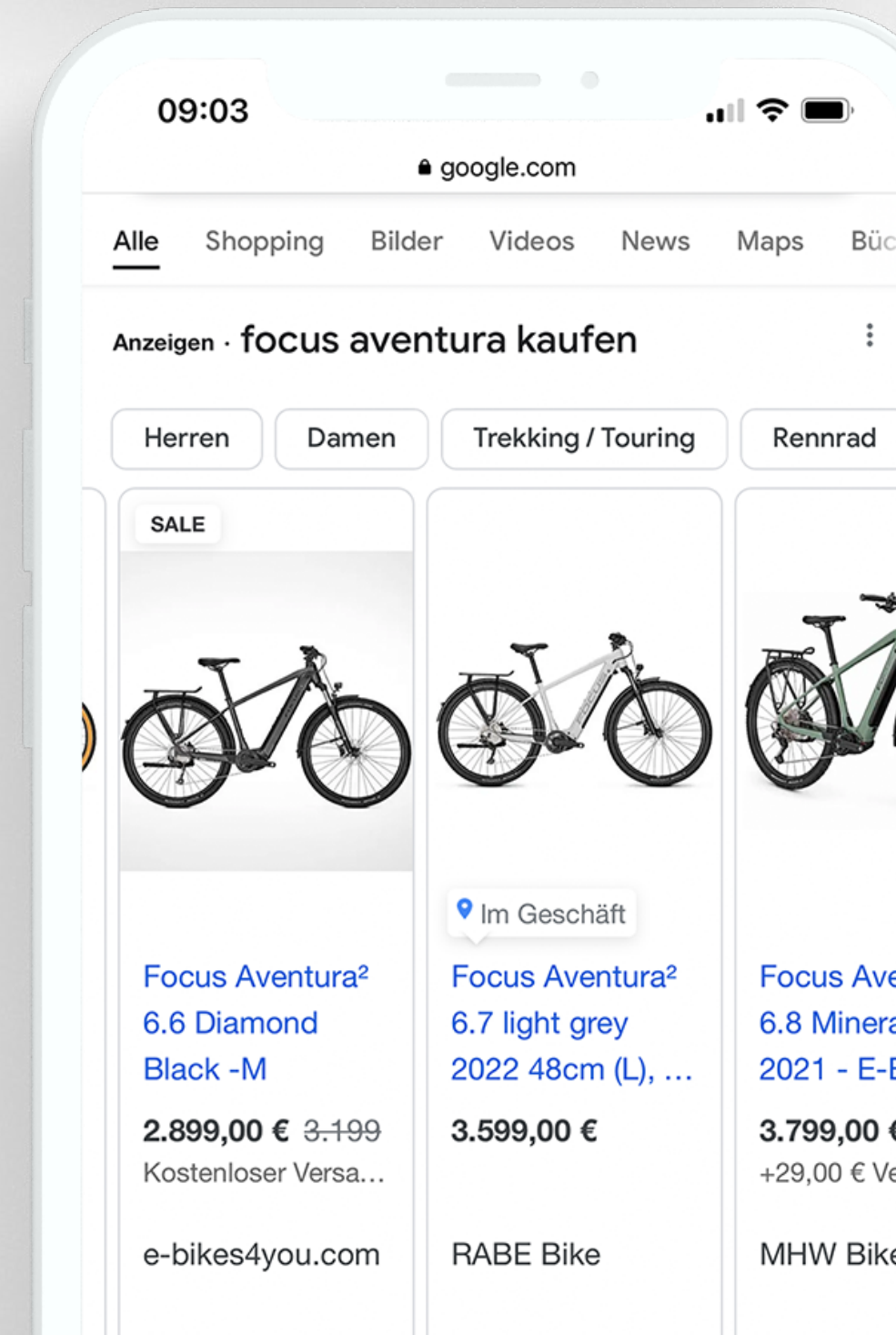
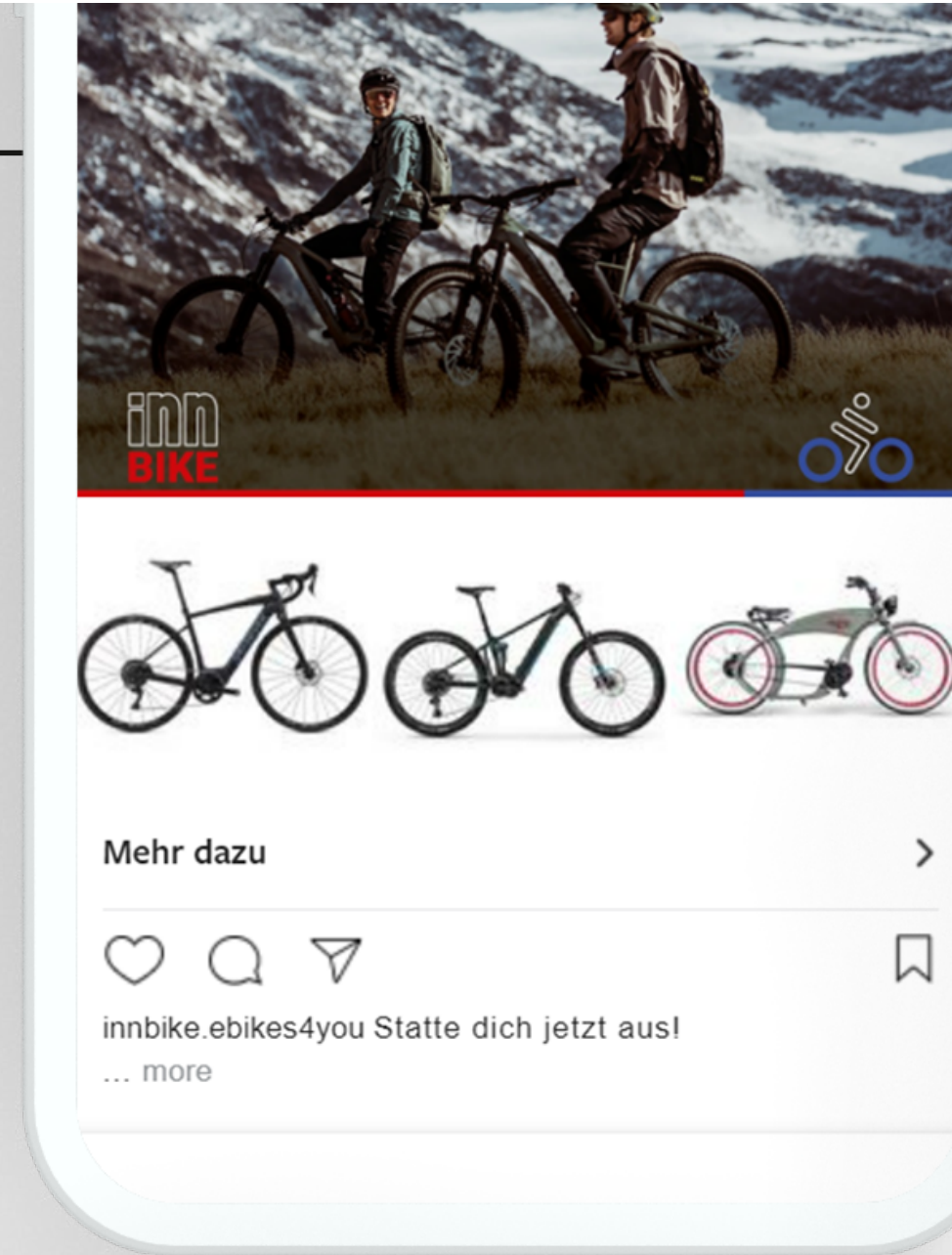
Automatischer  
Upload

Facebook  
Katalog /  
Merchant  
Center

KI - basierte  
Aussteuerung

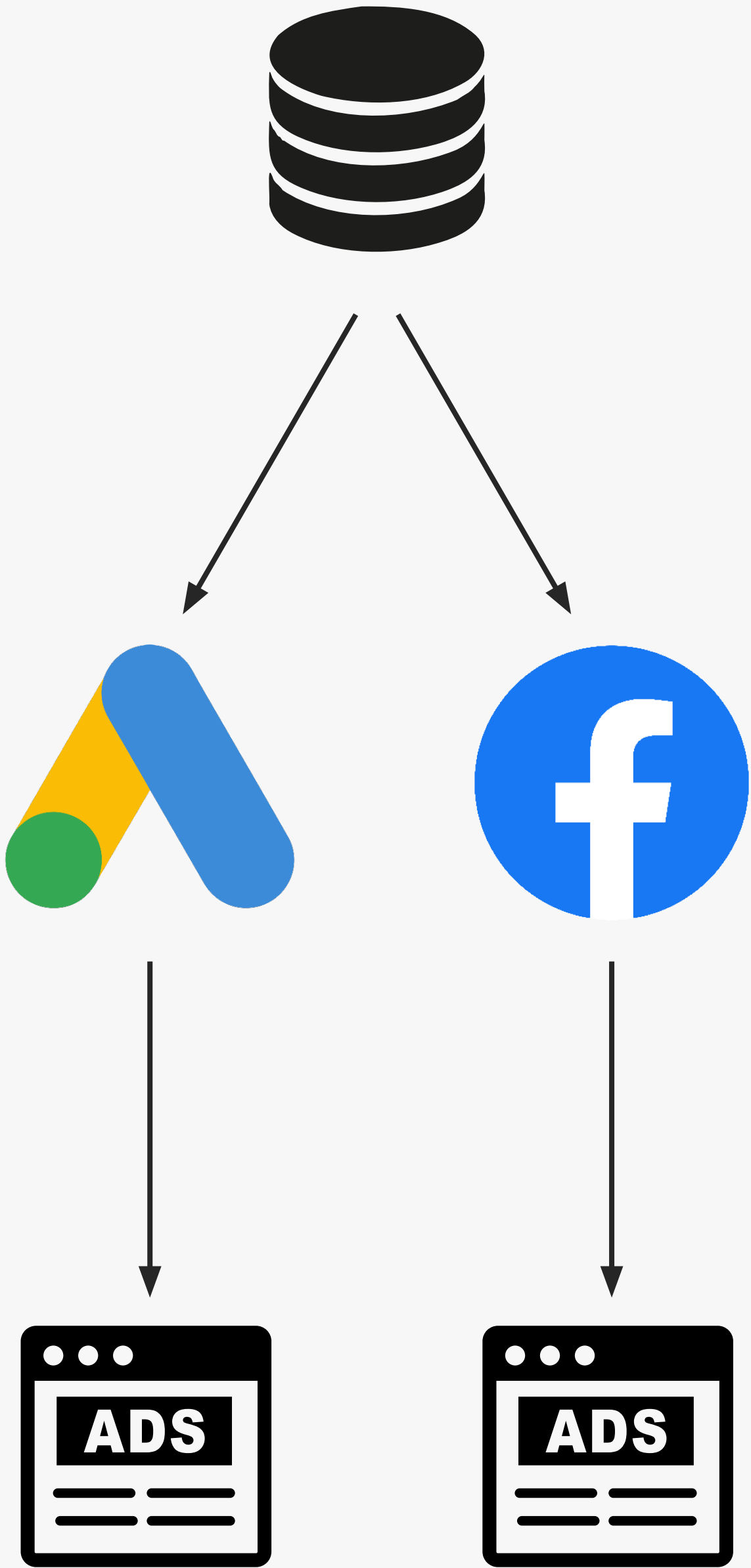
Ausspielung an  
den Endkunden

Ausspielung an  
den Endkunden

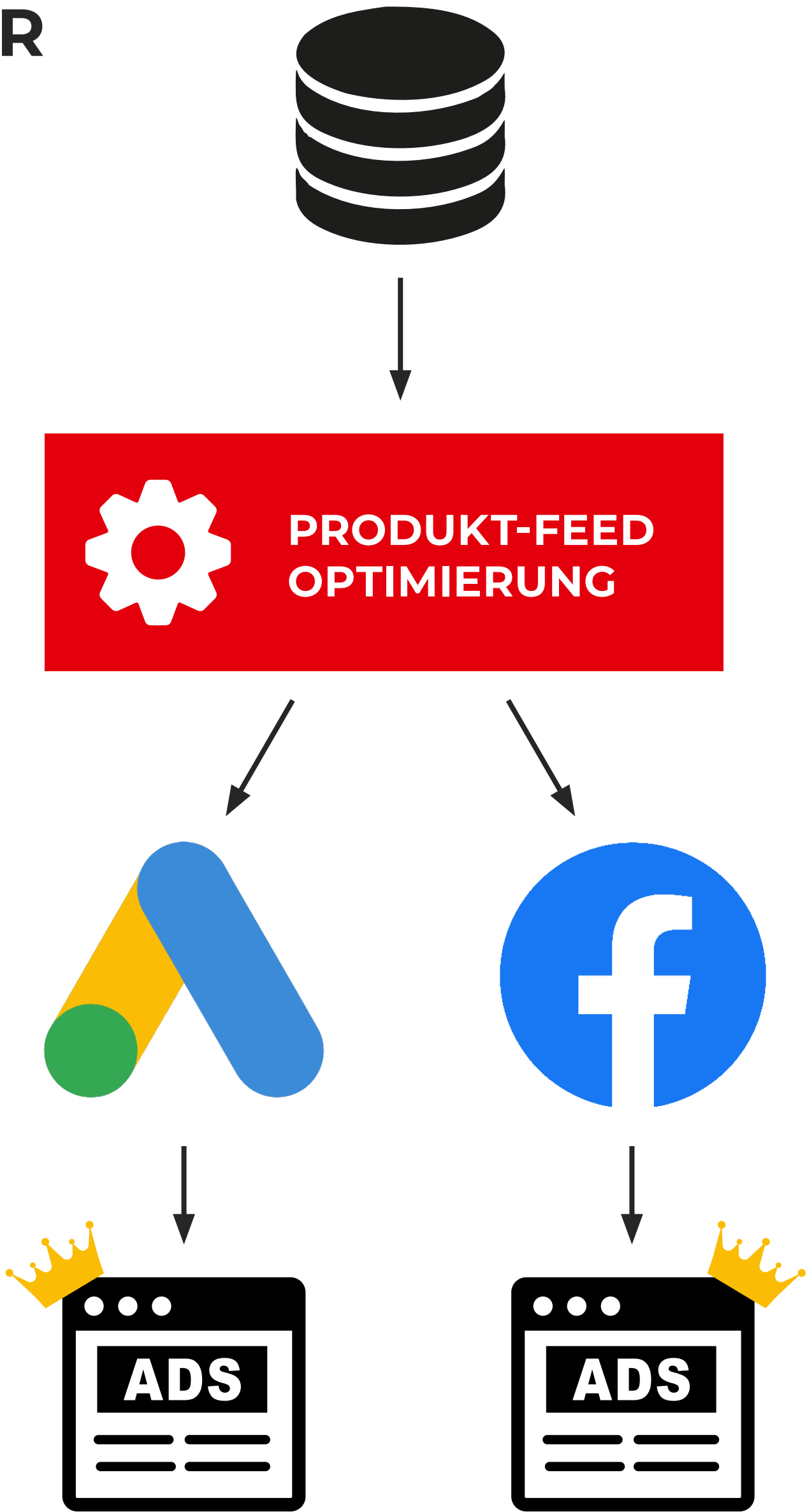




CLASSIC

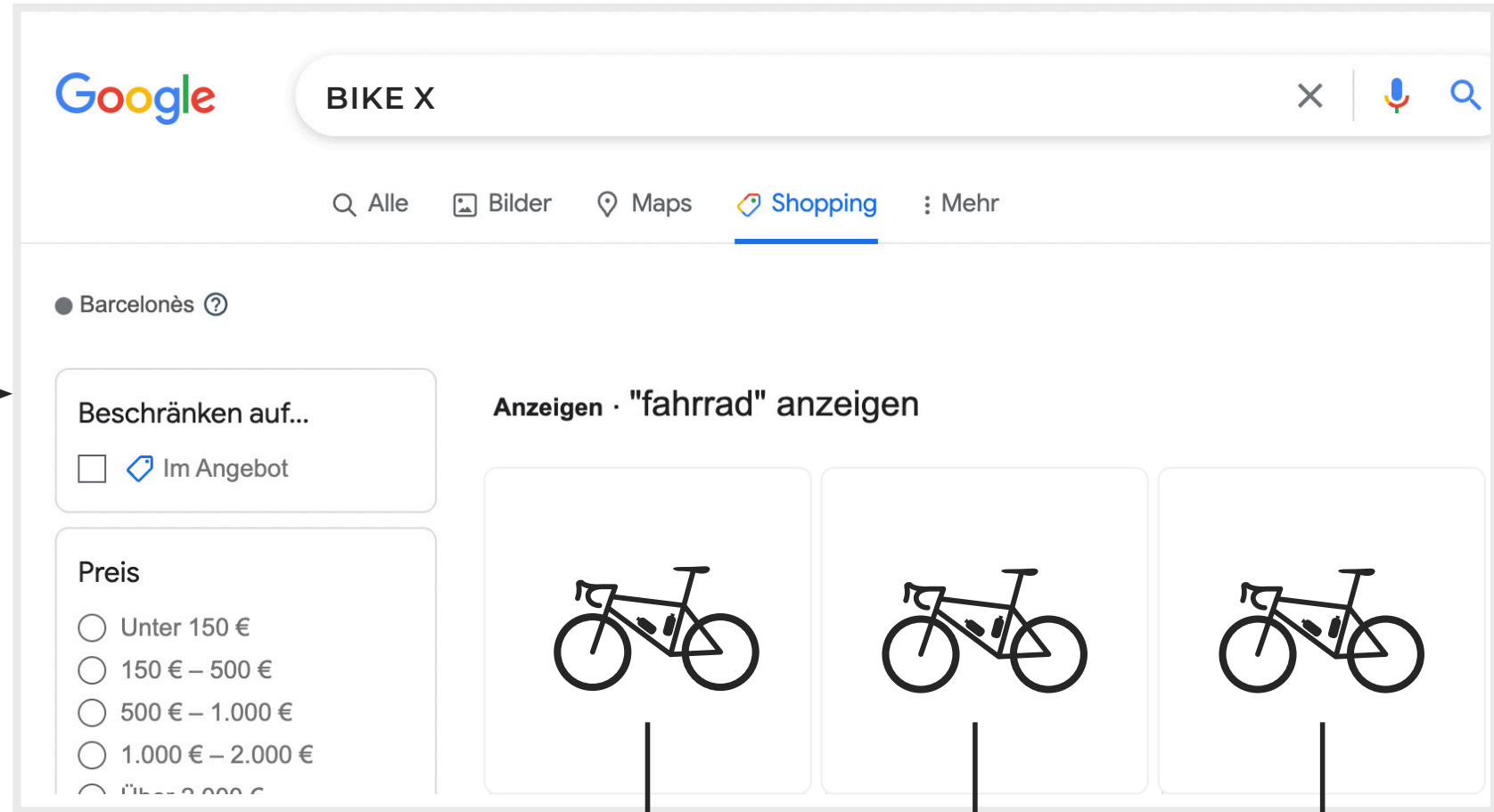


ALPSTÜRMER



Feed-Optimierung:  
**Größenausschluss**

Suche „Bike X“  
in Größe M

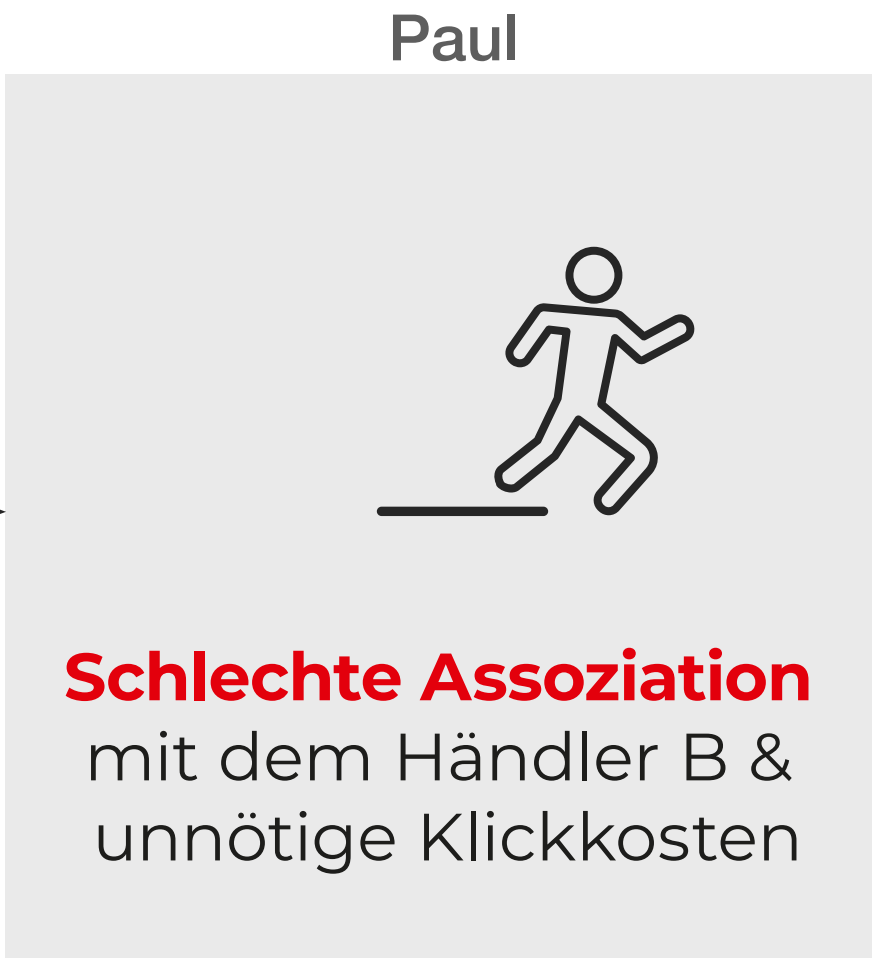


HÄNDLER A    **HÄNDLER B**    HÄNDLER C

**Advertiser zahlt**  
für den klick



**Nutzer springt ab**







**Schlechte Assoziation**  
mit dem Händler B &  
unnötige Klickkosten

**Lösung:**

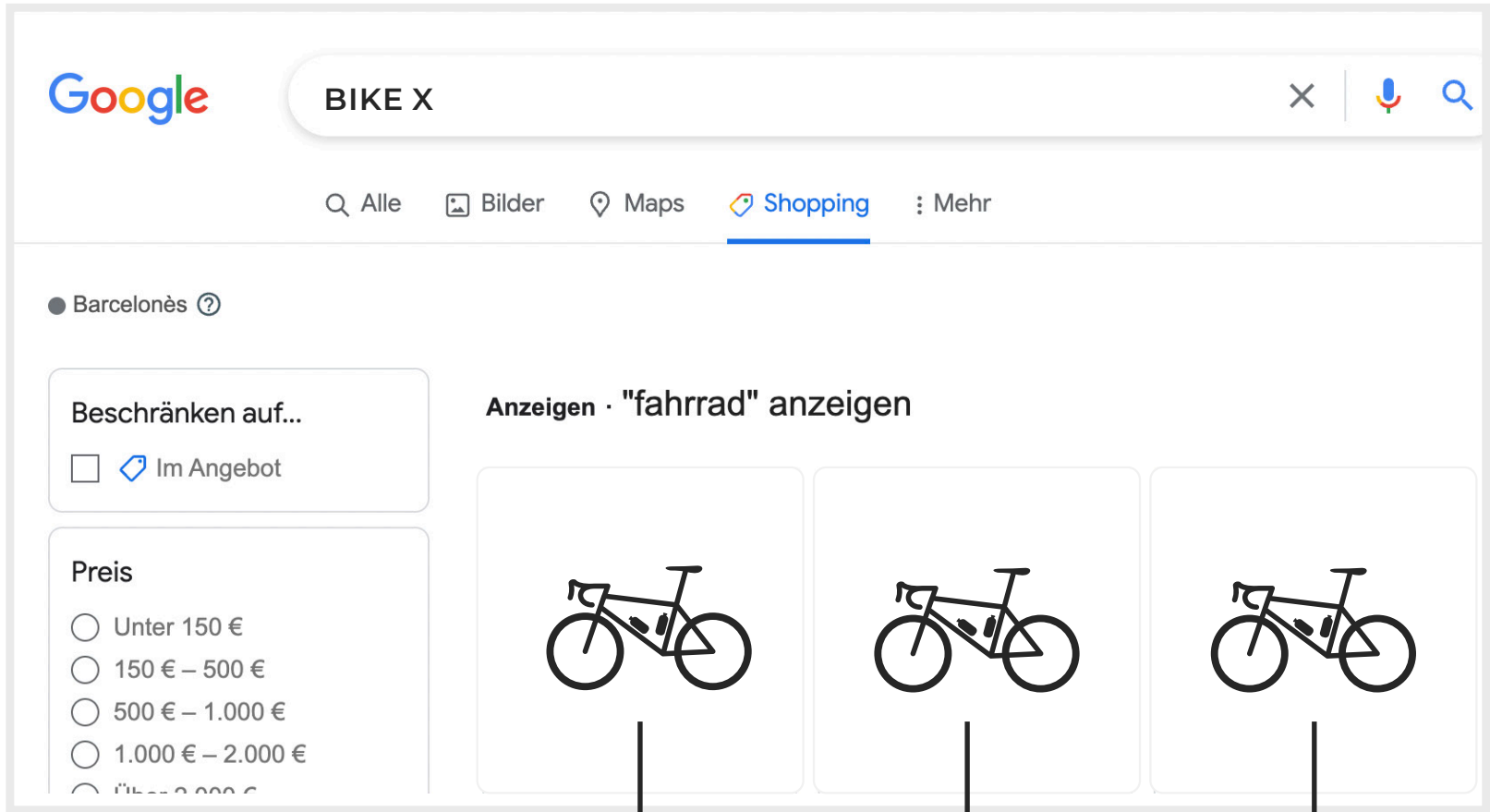
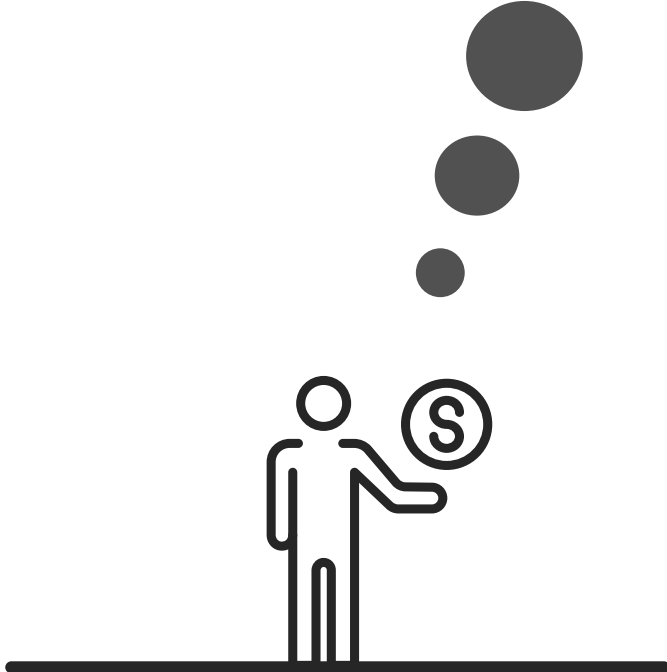
Wir erhöhen die Wahrscheinlichkeit,  
dass relevante Bikes ausgespielt werden.



title	size	availability	image_link	description	price	sale_price	link	brand	#__verfuegbarkeit_verknüpft
Specialized Epic Evo Comp Gloss Clay / Cast Umber - M	M	out of stock		Spezifikation Specialized Epic Evo Comp Gloss Clay / Cast Umber Hersteller Specialized Features Cross-Country Bike Carbon-Rahmen Shimano Six, M7120, 4-Kolben Bremse Tubeless-Ready-Felgen mit einer Innenbreite von 25 Millimetern Flip	4999 EUR		<a href="https://www.e-bikes4you.com/de/specialized-epic-evo-comp-gloss-clay-cast-umber.html?ab=1&amp;pup_e=1&amp;pup_cid=362212&amp;pup_id=68259">https://www.e-bikes4you.com/de/specialized-epic-evo-comp-gloss-clay-cast-umber.html?ab=1&amp;pup_e=1&amp;pup_cid=362212&amp;pup_id=68259</a>	Specialized	1
Specialized Epic Evo Comp Gloss Clay / Cast Umber - L	L	out of stock		Spezifikation Specialized Epic Evo Comp Gloss Clay / Cast Umber 2020 Hersteller Specialized Features Cross-Country Bike Carbon-Rahmen Shimano Six, M7120, 4-Kolben Bremse Tubeless-Ready-Felgen mit einer Innenbreite von 25 Millimetern Flip	4999 EUR		<a href="https://www.e-bikes4you.com/de/specialized-epic-evo-comp-gloss-clay-cast-umber.html?ab=1&amp;pup_e=1&amp;pup_cid=362212&amp;pup_id=68260">https://www.e-bikes4you.com/de/specialized-epic-evo-comp-gloss-clay-cast-umber.html?ab=1&amp;pup_e=1&amp;pup_cid=362212&amp;pup_id=68260</a>	Specialized	1
Specialized Epic Evo Comp Gloss Clay / Cast Umber - S	S	out of stock		Spezifikation Specialized Epic Evo Comp Gloss Clay / Cast Umber 2020 Hersteller Specialized Features Cross-Country Bike Carbon-Rahmen Shimano Six, M7120, 4-Kolben Bremse Tubeless-Ready-Felgen mit einer Innenbreite von 25 Millimetern Flip	4999 EUR		<a href="https://www.e-bikes4you.com/de/specialized-epic-evo-comp-gloss-clay-cast-umber.html?ab=1&amp;pup_e=1&amp;pup_cid=362212&amp;pup_id=68258">https://www.e-bikes4you.com/de/specialized-epic-evo-comp-gloss-clay-cast-umber.html?ab=1&amp;pup_e=1&amp;pup_cid=362212&amp;pup_id=68258</a>	Specialized	1

Specialized Epic Evo Comp Gloss Clay / Cast Umber - XL	Spezifikation Specialized Epic Evo Comp Gloss Clay / Cast Umber Hersteller Specialized Features Cross-Country Bike Carbon-Rahmen Shimano Slx, M7120, 4-Kolben Bremse Tubeless-Ready-Felgen mit einer Innenbreite von 25 Millimetern Flip	4999 EUR		<a href="https://www.e-bikes4you.com/de/specialized-epic-evo-comp-gloss-clay-cast-umber.html?ab=1&amp;pup_e=1&amp;pup_cid=362212&amp;pup_id=68259">https://www.e-bikes4you.com/de/specialized-epic-evo-comp-gloss-clay-cast-umber.html?ab=1&amp;pup_e=1&amp;pup_cid=362212&amp;pup_id=68259</a>	in stock
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Suche „Bike X“  
in Größe M

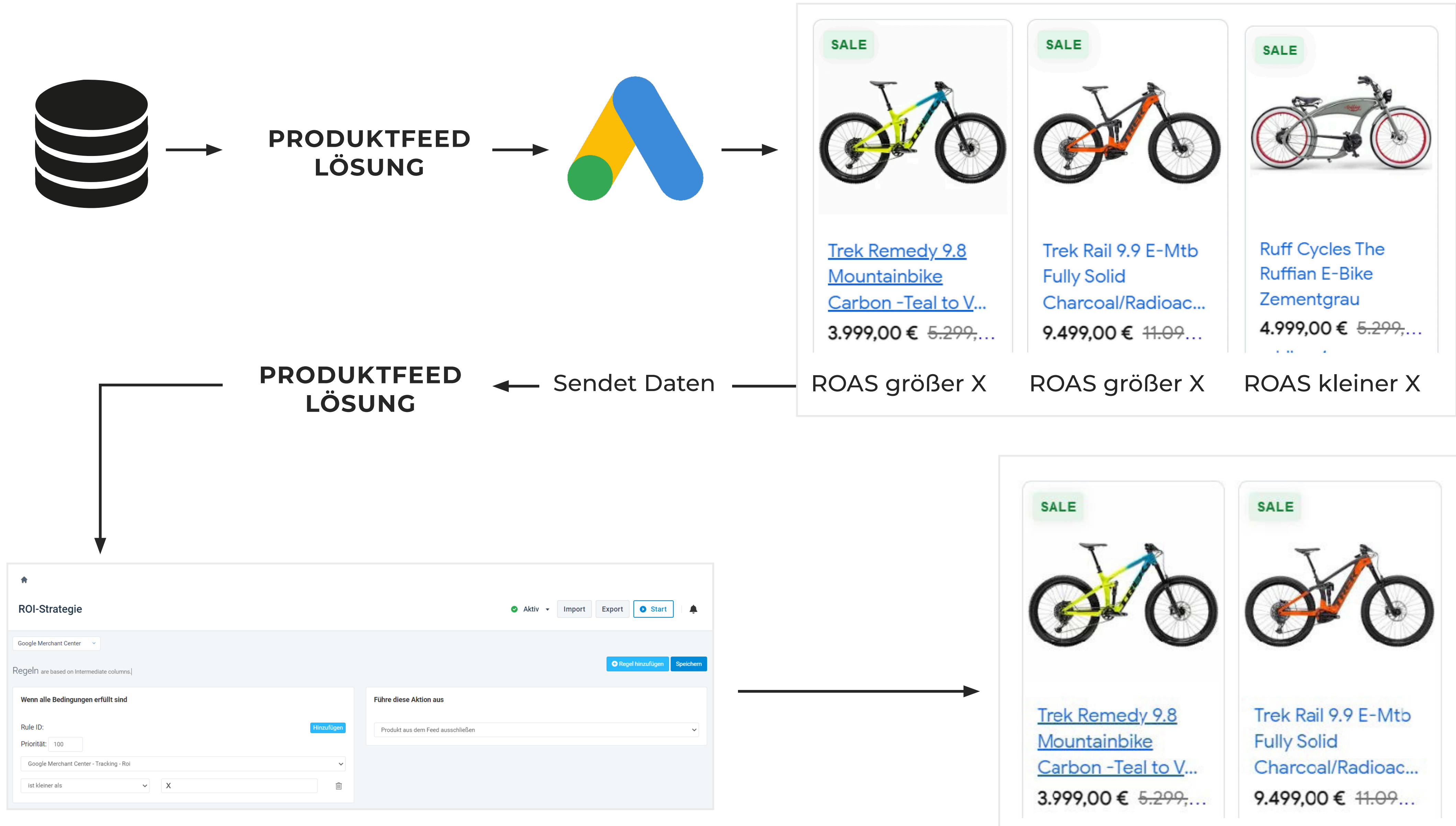


HÄNDLER A    HÄNDLER C    HÄNDLER D

- Händler spart sich Geld
- Budget kann an anderer Stelle besser investiert werden
- ROI steigt



Feed-Optimierung:  
**ROI Strategie**



ROI-Strategie Aktiv ▼ Import Export **Start** 🔔

Google Merchant Center ▼ **Regel hinzufügen** Speichern

Regeln are based on Intermediate columns.

**Wenn alle Bedingungen erfüllt sind**

Rule ID: **Hinzufügen**

Priorität:

Google Merchant Center - Tracking - Roi ▼

ist kleiner als ▼  🗑️

**Führe diese Aktion aus**

Produkt aus dem Feed ausschließen ▼

ROI Daten

🚩 Have you noticed the new list type names? Get a complete overview of the improvements we performed in [this document](#) ✕

🔍 📊 👁️ ✎ 🗑️ ✕

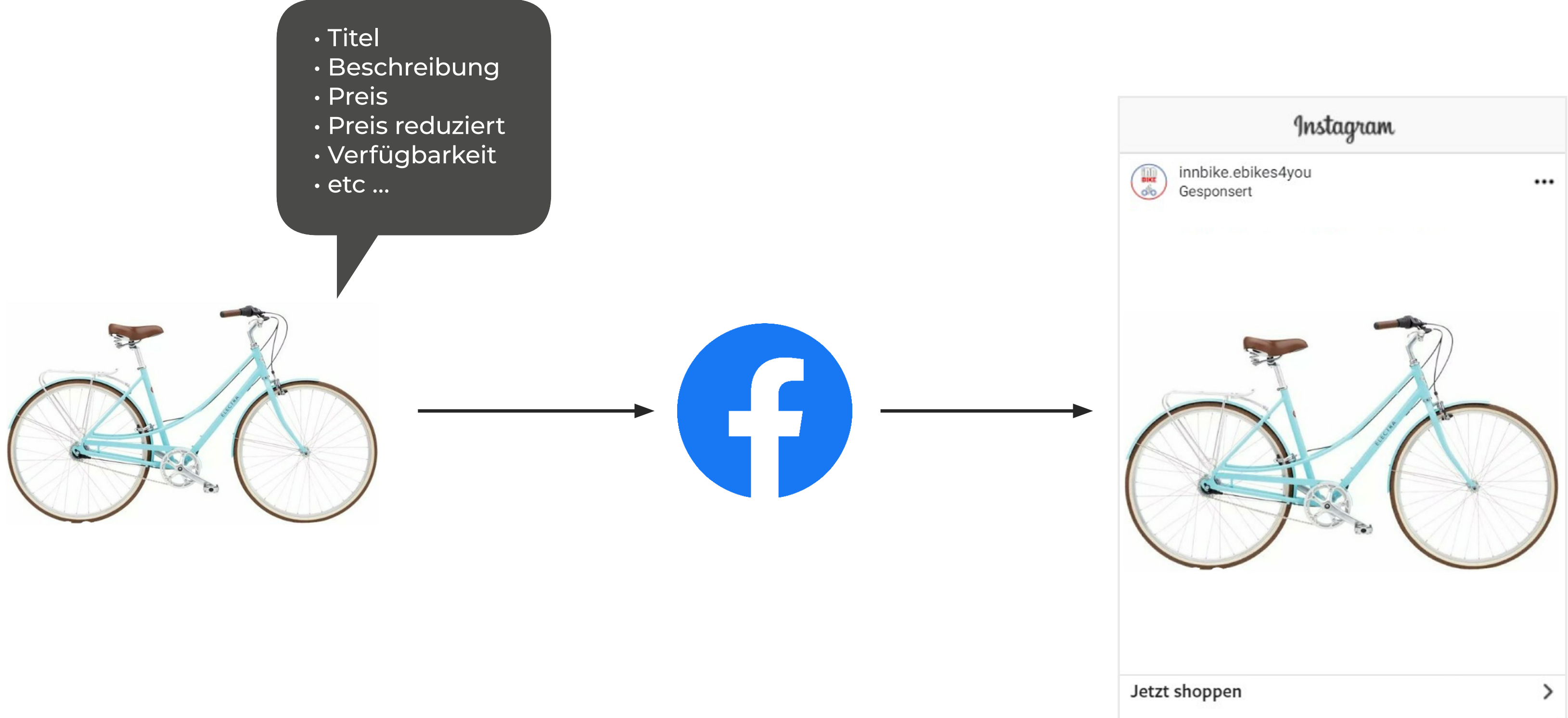
Product Quickfilter

- All
- Exported

Refresh **Live Preview** Full View Overview ▼ Download ▼

Feed-Optimierung:

**Visuelle Dynamic Ad Optimierung**





**PRODUKTFEED LÖSUNG**



__service_imagecrawler_http_code	fb_content_ids_formatiert	product_type
background_remover_image_URL	__service_urllcrawler_http_code	mpn
g:additional_image_link_0	background_remover_image_	size
g:additional_image_link_1	designer_brand_logo	condition
g:additional_image_link_2	cat_1_name	gtin
g:additional_image_link_3	product_type	brand
g:additional_image_link_4	custom_attributes_akkuleistung_al...	description
g:image_link	custom_attributes_antrieb_mount...	custom_label_1
image_gallery	mpn	gender
__service_imagecrawler_content...	size	material
__service_imagecrawler_date	condition	additional_image_link
__service_imagecrawler_height	custom_attributes_delivery_time	color
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__service_imagecrawler_md5_im...	custom_attributes_display	item_group_id
__service_imagecrawler_md5_url	custom_attributes_eigenschaften	link
__service_imagecrawler_mime	custom_attributes_eigenschaften_s...	custom_label_0



Text Template

```
{{(currentValue * 1.234) / 36}}
```

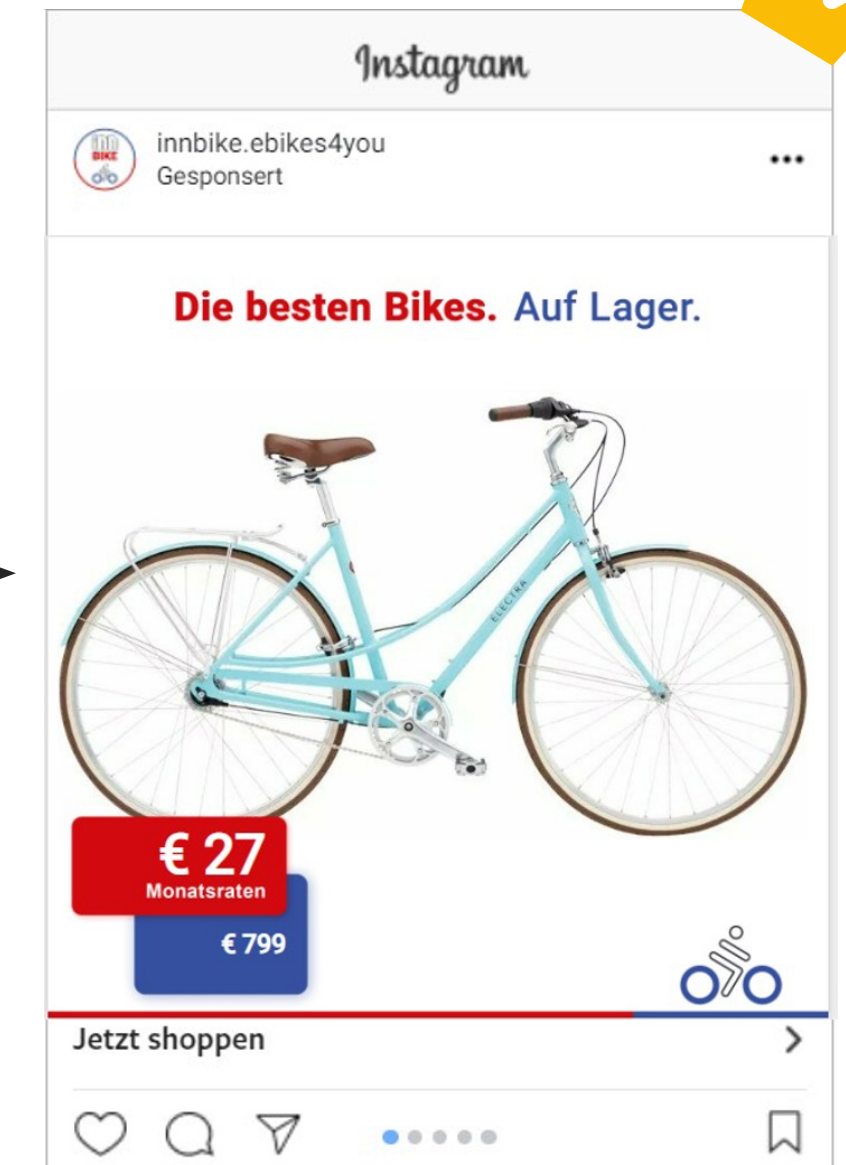
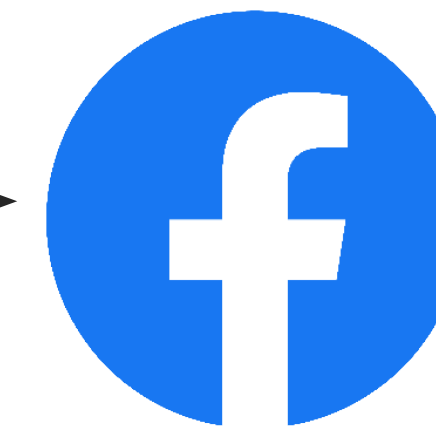
Text Template

```
{{currentValue|number_format(2, ',', ':') }}
```

Append/Prepend Value

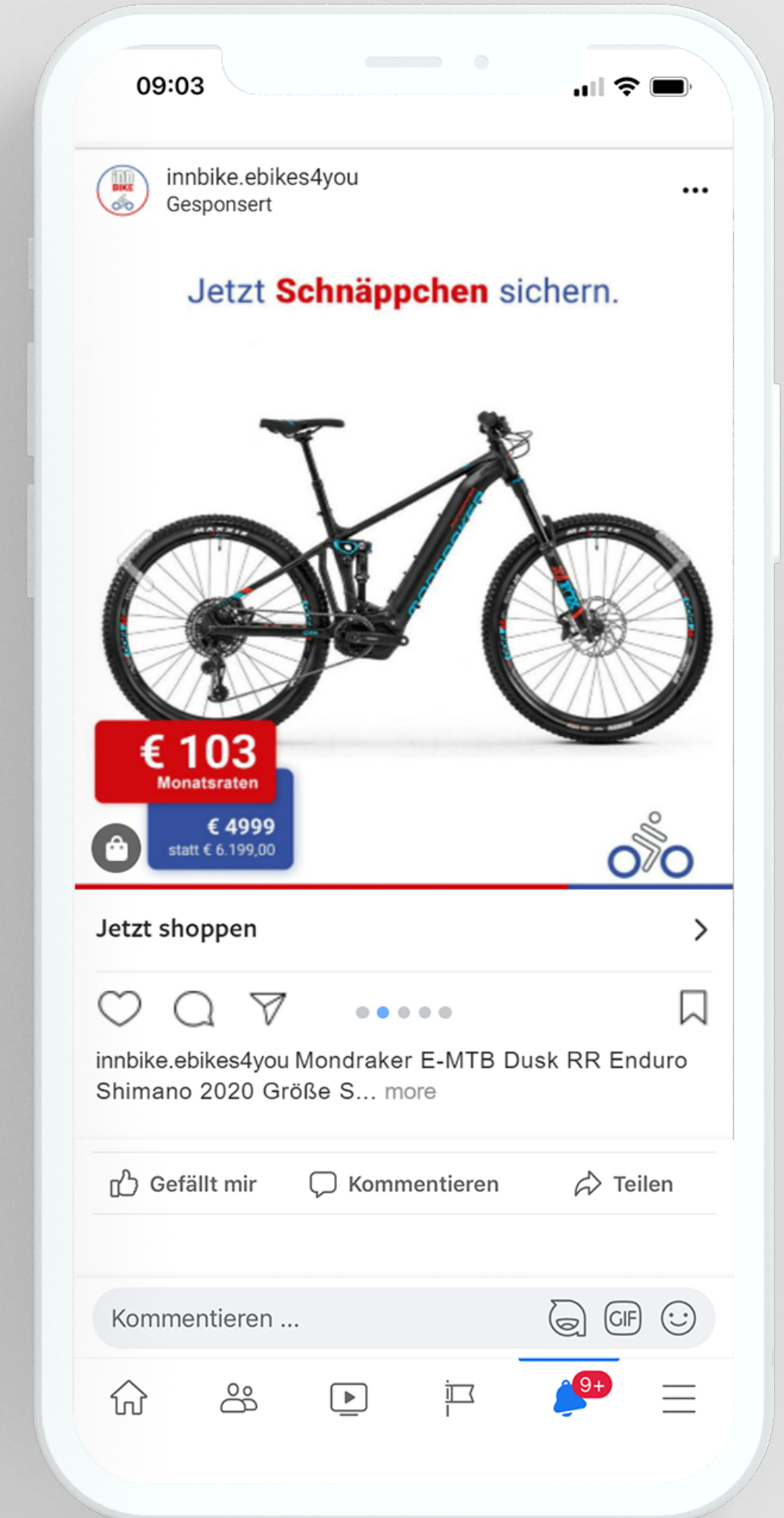
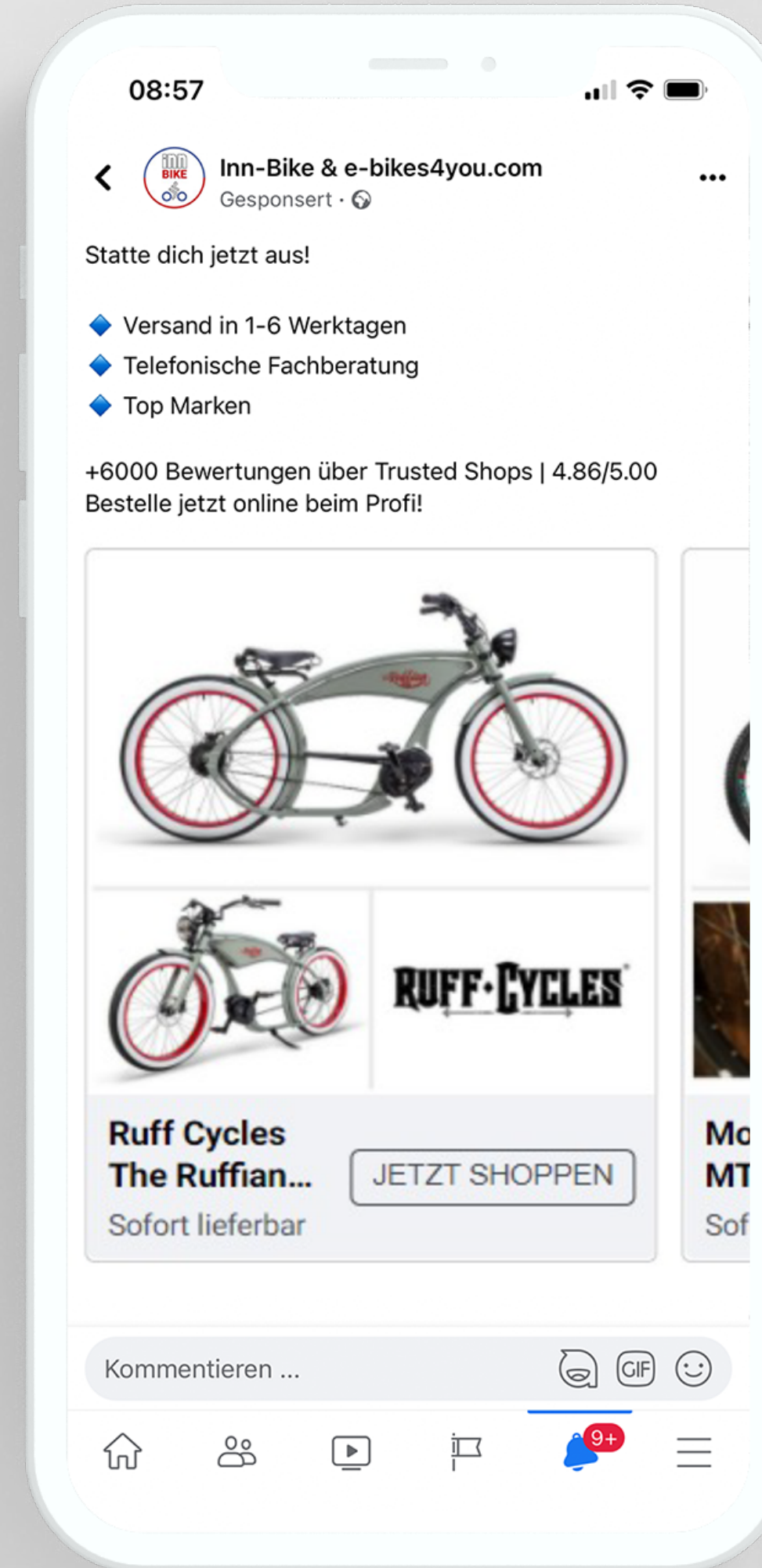
Mode: prepend

Value: statt €

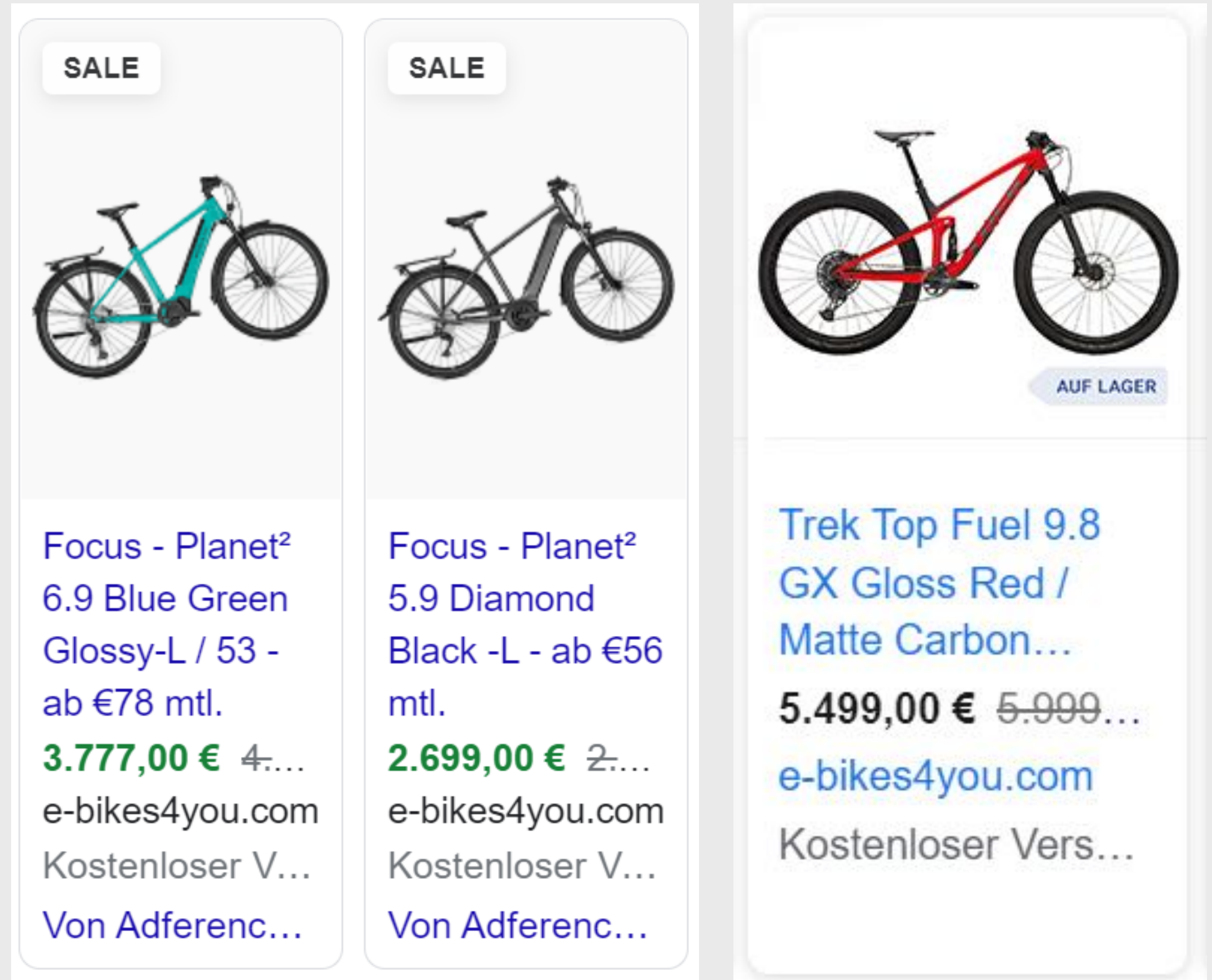




**+ 50% ROAS**



# Anwendungsbeispiel für **GOOGLE SHOPPING**



**SALE**

Focus - Planet<sup>2</sup>  
6.9 Blue Green  
Glossy-L / 53 -  
ab €78 mtl.  
**3.777,00 €** 4...  
e-bikes4you.com  
Kostenloser V...  
Von Adferenc...

**SALE**

Focus - Planet<sup>2</sup>  
5.9 Diamond  
Black -L - ab €56  
mtl.  
**2.699,00 €** 2...  
e-bikes4you.com  
Kostenloser V...  
Von Adferenc...

**AUF LAGER**

Trek Top Fuel 9.8  
GX Gloss Red /  
Matte Carbon...  
**5.499,00 €** ~~5.999...~~  
e-bikes4you.com  
Kostenloser Vers...

Hack

**01**

Creative Testing  
als Faktor X

Hack

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Marketing  
Automation

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**03**

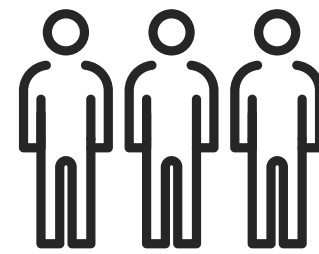
Werbekosten-  
zuschuss 2.0







User mit **Watchtime > 10 Sek.**



Custom Audience durch Videointeraktionen erstellen

Interaktionen ⓘ

Personen, die mindestens 10 Sekunden deines Videos angesehen haben

Videos bearbeiten ×







Personen, die mindestens 10 Sekunden deines Videos angesehen haben

Bindung ⓘ


21 Tage




☰ **fahrrad.de**   

Wunschprodukt finden 

Start > Bekleidung > Fahrradhosen > Hosen kurz





**GONSO**

**Sitivo Shorts mit Mittlerem Sitzpolster Damen schwarz**

ID: 964194

★★★★★ [2 Bewertung\(en\)](#)

## **Vorteil:**

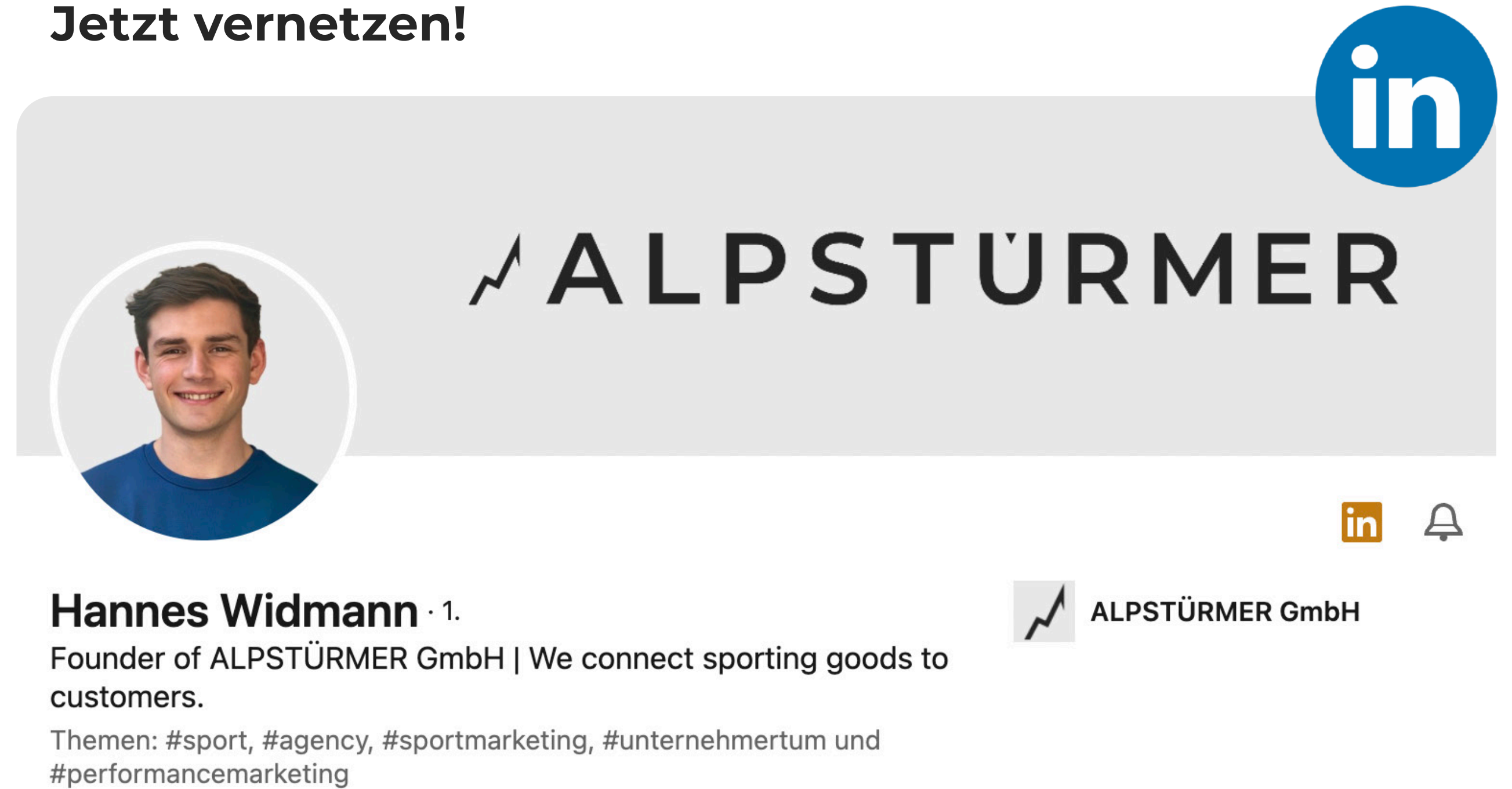
- Brand kann proaktiv Einfluss auf Bewerbung der Produkte und Abverkauf Einfluss nehmen.
- Brand kann Produkte zum Handelspreis bewerben.
- Brand kann Sales-Orientiertes Performance Marketing nutzen und dabei eigene Händler berücksichtigen.



## Download Präsentation:



## Jetzt vernetzen!



The image shows a LinkedIn profile card for Hannes Widmann. At the top right is the LinkedIn logo. Below it is a grey banner with the ALPSTÜRMER logo (a stylized 'A' with an upward arrow) and the company name 'ALPSTÜRMER'. To the left of the banner is a circular profile picture of Hannes Widmann, a young man with dark hair wearing a blue shirt. Below the profile picture, the name 'Hannes Widmann · 1.' is displayed, followed by the bio: 'Founder of ALPSTÜRMER GmbH | We connect sporting goods to customers.' Below the bio are the topics: 'Themen: #sport, #agency, #sportmarketing, #unternehmertum und #performancemarketing'. To the right of the bio are icons for LinkedIn and a notification bell. Further right is the company logo and name 'ALPSTÜRMER GmbH'.

## Contact Info

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81673 München

@ M: info@alpstuermer.de

www.alpstuermer.de

in LinkedIn: @alpstürmer