Daikin boosts conversion value 14% with Performance Max and AI Max

DAIKIN

B2B2C HVAC manufacturer, distributor, and regional supplier
EMEA - Turkey • daikin.com.tr

Agency Name: Digital House



The Challenge

Daikin Türkiye, a leading brand providing innovative and high-quality air conditioning solutions, wanted to maximize its competitive advantage during the peak summer AC season. Its primary challenge was re-engaging previously acquired but lapsed customers. Re-activating these customers and preventing churn required a different, often more complex setup than standard new customer acquisition. Daikin needed a way to efficiently win back these inactive users to drive overall profitability while also expanding its reach to new potential buyers.

The Approach

To re-engage customers who had previously interacted but lapsed, Daikin used Performance Max Retention-Only Goal. The core objective of this win-back strategy was to protect Daikin's existing customer base and turn loyalty into sales cost-effectively. To maximize its impact, the company tailored creatives and messages for lapsed customers. It also took the approach a step further by implementing AI Max for Search.

Partnering with Digital House: Collaborated closely with Daikin to construct this comprehensive strategy.

The Results

Combining these AI-driven solutions with first-party data, Daikin gained a 14% increase in conversion value. The highly targeted Performance Max Retention-Only campaign boosted conversion rate 3x and clickthrough rate (CTR) 2x compared to Daikin's standard Performance Max campaigns. The Retention-Only feature specifically reached and won back a lapsed audience, while Daikin's AI Max campaigns across its generic Search campaigns captured the most valuable generic AC search queries.

> "At Daikin, our priority is delivering consistent, relevant customer journeys. This campaign helped us reconnect with past prospects with timely tailored communication, proving that a customer-centric, tech-enabled strategy strengthens brand consideration and marketing efficiency."

Ayşe Duygu Atasoy, Brand Marketing Manager, Daikin Türkiye
Semacan Dinçgez, Digital Marketing Sr. Specialist, Daikin Türkiye

14% Conversion Value Increase

3x Conversion Rate Increase

2x CTR Increase

Primary Marketing Objective

- Generate Leads

Featured Product Areas

- Performance Max (Retention Goal)
- AI Max for Search

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