

Moneybird accelerates lead generation and enters new market with AI Max



Online accounting software and e-invoicing
EMEA - Netherlands • moneybird.com

Agency Name: Adem agency



The Challenge

Moneybird, a top Dutch online accounting platform, aimed to scale sign-ups across two distinct markets. In the Netherlands (mature market), the challenge was finding incremental growth and lowering acquisition costs. In Belgium (new market), the goal was rapid market penetration to capture the surge in demand driven by the upcoming mandatory Peppol e-invoicing deadline.

The Approach

Adem agency deployed AI Max for Search to dominate market share. In Belgium, the strategy focused on aggressive market penetration, using AI Max to capture skyrocketing search volume for Peppol-related queries. In the Netherlands, Moneybird used automation to expand visibility across their entire product range, identifying high-intent, generic keywords that manual efforts had previously missed to drive high-volume sign-ups at a lower cost.

Partnering with Adem agency: It focused on active campaign management and the continuous monitoring of new keyword performance.

The Results

The shift to AI Max transformed performance in both regions. In Belgium, the focus on Peppol-related demand led to a 12% increase in sign-ups, establishing a strong foothold in the new market. In the Netherlands, the automation found vast new keyword opportunities, resulting in a 23% uplift in sign-ups while reducing cost per signup by 80%. This allowed Moneybird to increase market share with unprecedented efficiency.

“We began with a conservative approach, yet our A/B test showed that AI Max/broad delivered significantly stronger market penetration. The performance was so impressive that we rapidly shifted the entire campaign to leverage these automated solutions. This shift allowed us to capture demand more efficiently than our previous manual strategies ever could.”

Peter Brouwer, Senior Google Ads Specialist, Adem



Primary Marketing Objective

- Generate Leads

Featured Product Area

- AI Max for Search campaigns

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