

PriceLabs boosts ROAS by 243% with AI Max and a value-centric approach



Global SaaS provider for dynamic pricing automation

AMER - United States • pricelabs.com

Agency Name: [GrowthSpree](#)



The Challenge

PriceLabs is an AI-powered dynamic pricing and revenue management platform built for short-term vacation rentals, hotels, and hospitality accommodations. It's primary business hurdle was to scale efficient growth in English-speaking markets while expanding into five key non-English regions. Its existing account setup, primarily focused on volume, resulted in a high number of top-of-funnel signups but an unacceptable rate of low-value conversions. PriceLabs needed to re-evaluate its bidding methodology to capture new demand in diverse international markets without sacrificing overall campaign profitability or customer quality.

The Approach

To overcome its low-conversion challenge, PriceLabs transitioned to a value-centric bidding strategy, feeding high-quality conversion value data into the system to prioritize high-intent users over general volume. To manage the volatile search term environment, it adopted AI Max, enabling automated query expansion and semantic matching, reducing the manual effort of identifying new keywords. AI Max targeted non-English language search terms, helping PriceLabs reach its ideal customer profile in regions like France, Brazil, and Spain more quickly and accurately.

Partnering with GrowthSpree: GrowthSpree's innovative AI-powered search approach unlocked new opportunities by crafting an agile and scalable strategy.

The Results

The combined value-based bidding and Google AI strategy delivered performance improvements across all key markets. PriceLabs saw high-quality user volumes increase by 2.8x QoQ. Substantial international growth, measured by signups and trial starts, improved by 100% MoM. The adoption of AI Max accelerated regional scaling efforts 4x, achieving a 100% increase in trial volumes MoM. PriceLabs' return on ad spend (ROAS) also grew throughout Q1, peaking at 243% in January. Moving forward, the company plans to further integrate value signals to refine bidding models and expand its use of Google AI to unlock new opportunities in emerging European and Latin American markets.

"Experimenting early with Google Ads' AI capabilities gave us a measurable competitive advantage. AI Max helped us identify emerging search demand in local languages, expand into new geos faster, and optimize campaigns in real time. This allowed us to scale with greater efficiency while maintaining a strong focus on profitability and customer quality."

Sharon Biggar, VP of Marketing, PriceLabs

2.8x

Increase in
high-quality user
volumes

4x

Acceleration in
regional scaling
speed

243%

Peak ROAS
increase

Primary Marketing Objective

- Grow Offline Sales

Featured Product Areas

- AI Max for Search Campaigns
- Search: Value Based Bidding



Google Ads

Google