



Pool Product Supplier

DISPLAY ADVERTISING

— CASE STUDY —

By Where2GetIt

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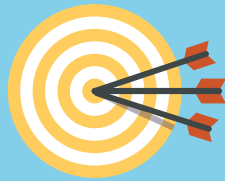


WHAT YOU'LL FIND



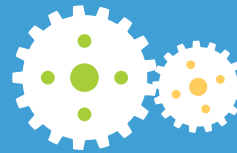
CLIENT BACKGROUND

A premier supplier of pool and spa care products, with nearly 1,500 retailers in US.



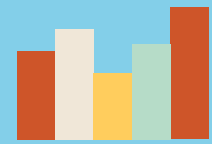
CHALLENGE

To help 3rd party retailers increase sales, convert online traffic into store visits.



SOLUTION

- ▶ Data syndication engine
- ▶ Scalable local campaign management
- ▶ Hyper-local geotargeted advertising approach



RESULTS

- ▶ Accurate & up to date location data in Google Adwords campaigns
- ▶ 83% increase in conversions generated by users who were close to retailer locations

HOW WE HELPED



Client Background

Our client is a premier supplier of pool and spa care products, distributing their products through a 3rd party retailer network, with nearly 1,500 retailers in US.

The Challenge

The Challenge: How to convert online traffic into foot traffic for their partner retailer stores and increase brand sales? Trying to address their challenge, our client ran a national **Google Adwords campaign** with site extensions in order to help consumers instantly locate their nearest products carrier. Location was key. In order to power Location Extensions in AdWords, our client was making updates by using retailers'

Google Places pages. Due to certain Google updates, restrictions were put in place to deter anyone other than the physical location owners or brands from owning Google Places pages. This situation forced our client to start updating location extensions manually, which was too time consuming considering that the brand operates with a large number of retailers which are changing continuously.

In addition, there were knowledge limitations which kept our client from improving and optimizing their campaign performance and ROI results. The problem became two-fold when the extensive time being spent managing campaigns was also taking from other strategic initiatives.

HOW WE HELPED



The Solution

Where2GetIt presented the client with a programmatic way to deliver location information into Google Adwords in order to populate location extensions and deliver a more hyper-locally targeted and branded advertisement.

We implemented our **Business Locator** solution on the client's company website with the goal of improving their **local retailer findability**. The locator enables customers to easily find nearby locations. The Where2GetIt Business Locator Solution supports Desktop, Mobile and Tablet devices, delivering **optimal user experience** across all screens. As a result of this implementation, Where2GetIt was already maintaining the brand's Location Database to ensure

retailers location data **consistency and accuracy**.

The Where2Getit Business Locator coupled with **Data Syndication Engine** successfully uploaded location data into Google Adwords. As part of the process, Where2GetIt built a customized data formatting template to normalize the existing business location data into a format that the Google Adwords platform would understand. To fully turn this manual process into an automatic customizable process, the final step Where2GetIt took was to connect the Data Syndication Engine to the Google Adwords platform to systematically communicate location data.

RESULTS



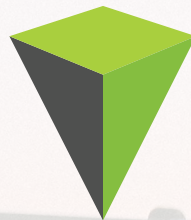
In addition, Where2GetIt took care of the campaigns management, rebuilding their existing branding campaigns and putting in place a **higher-level segmentation** strategy with campaigns around Brand, Products, Problems and Seasonal. Further, Where2GetIt found an opportunity to improve the **Geographic Targeting** of the ads. Prior to Where2Getit, campaigns were originally targeted on a National Level. Where2GetIt, using the same location database, initiated a geo-targeted adwords campaign, delivering a **hyper-local campaign** to drive potential customers directly to a local retailer.

Results

1) The retailers' location data is always accurate and up to date in Google Adwords campaigns location extensions by using the Where2GetIt technology and programmatically update process.

2) Comparing Adwords campaign results (National vs. Local) for the same time period [Jan-Aug (2013 Vs. 2014)], Where2GetIt's new local campaign approach helped to:

- ▶ **Improve the ad average position** from **3.3 to 1.7**.
- ▶ **Increase Conversion Rate** from **25% to 29%**.
- ▶ **Increase Conversion Quality:** Our client got a **83%** increase in conversions generated by users who were close to a retailer.



WHERE2GETIT

LOCAL MARKETING FOR NATIONAL BRANDS

Hope that was helpful!

For more tips on Local Marketing,
please visit our **Knowledge Center**.

Check out our **Slideshare version**!

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