



Ice Cream Retail Chain



LOCAL SEARCH ADVERTISING

———— CASE STUDY ————

By Brandify

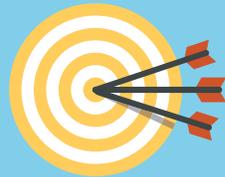
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WHAT YOU'LL FIND



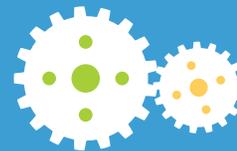
CLIENT BACKGROUND

An ice cream retail chain with over 125 franchisees operating as scoop shops in the US.



CHALLENGE

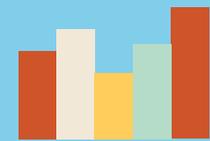
To help franchisees increase sales by boosting online ordering and foot traffic to the local stores.



SOLUTION

Brandify delivered a more precise and profitable campaign per location strategy for the individuals franchisees resulting in:

- ▶ Higher Relevance to Context & Location.
- ▶ Higher Budget Efficiency.



RESULTS

- ▶ Average Ad position improved from 3.1 to 1.6.
- ▶ CTR increased from 1.32% to 2.65%.
- ▶ Cost per lead decreased 34%.

HOW WE HELPED



Client Background

Our client, best known for their creative ice cream flavors, sells ice cream cakes and catering services through a national chain of over 125 franchisee-operated scoop shops.

The Challenge

In the highly competitive environment of AdWords pay-per-click search engine advertising, our client struggled to get a foothold in local markets for their cake and catering business. While mom-and-pop scoop shops had the insight to tailor their campaigns to local audiences, the brand's direct competitors had the brand awareness and media budgets to make traditional national search advertising unsustainable.

Our client employed a national search advertising strategy with keywords, text ads, and media budgets that were targeted towards desired demographic profiles. Text ads linked to a generic store locator page, which required users to search for a local scoop shop by inputting

their location. Searching for a local scoop shop added additional steps between the initial click to lead generation, resulting in fewer calls for cakes or catering quotes.

National ad targeting also led to wasted media spend and overall poor campaign performance. The campaign's click through rate (CTR) was a weak 1.32%, well below Google AdWord's average CTR of 2%, and average ad position sat at 3.1 for search ads that were served within 5 miles of local scoop shops. The cost per call (CPC) for cake and catering quotes was high compared to the value of the leads and the client's expectations.

As each scoop shop is operated by an independent franchisee, our client's marketing team had the added challenge of generating leads for hundreds of individual retail locations. The brand needed a novel search advertising strategy that would produce results for their franchisees across the country.

HOW WE HELPED



The Solution

Our client had to overhaul their search advertising approach to win in local markets, focusing on individual scoop shops in each city rather than a nationally targeted campaign. In order to more effectively target specific cities and neighborhoods, a localized search advertising campaign strategy was created, which was tailored to each scoop shop through a process that leveraged programmatic advertising development and deployment.

Each scoop shop's dedicated campaign was personalized to its local market with ad copy and location extensions that highlighted instantly recognizable cross streets and neighborhoods. Phone numbers that were displayed on the text ads connected users to local scoop shops, reducing the number of steps required to convert a click into a lead. To extend the local advertising strategy to the brand's website, each campaign's text ads linked directly to local web pages that were dedicated to each scoop shop.

In addition to localized text ads, each scoop shop's dedicated campaign was optimized with keywords specific to search trends that reflected the needs of local audiences. Google's Search Terms Report was leveraged to discover new keywords and keyword combinations that reflected the mindsets

of users across diverse regions. Keyword bids were adjusted based on the relevancy and effectiveness of each keyword due to various cultural differences within the United States.

Accurate location data was also used to apply geo-fenced targeting around each scoop shop. Geo-fencing excluded low quality search traffic, which was unlikely to generate quality leads because those users were too far from a local scoop shop. Additional proximity bid adjustments were applied to effectively bid for relevant search queries from users that were located within defined service areas.

The per-location search advertising strategy went beyond keywords and text ads to include flexible and targeted media spends. With nationally-targeted campaigns, it was impossible to dedicate a monthly or daily media spend to hundreds of separate locations. Since the new search campaigns were created for each scoop shop, media budgets could be assigned to each retail location and its service area. Better performing geographic locations were allocated additional media spend, generating better results for the overall search campaign.

RESULTS



Results

The new campaign strategy boosted year-over-year campaign performance by delivering relevant search ads to users seeking nearby ice cream cake and catering vendors. Localized text ads and radius targeting focused on specific neighborhoods, increasing ad relevancy, which led to campaign performance improvements: CTR increased from 1.32% to 2.65% and average ad position improved from 3.1 to 1.6 within a 5 mile radius of our client's local scoop shops.

Each scoop shop's dedicated campaign was optimized with performance data that was unique to each local market. As a result of per location optimization activities the cost per call for valid catering and cake leads fell by 31% and 35% respectively. Overall, the cost per lead was reduced by 34% through the localized approach to search advertising.

- ▶ **Improved the average ad position from 3.1 to 1.6.**
- ▶ **Increased CTR from 1.32% to 2.65%.**
- ▶ **Decreased cost per lead by 34%.**

Source: Google AdWords (Q1-Q2, 2014 vs. Q1-Q2, 2015)



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