

Wild Birds Unlimited

Paid Search Pilot
2019 Case Study



The Ask



Run a Paid Search pilot for 25 locations.



Gather baseline CPLs and benchmarks for future campaign expansion.



Accomplish pilot within a 3 month time frame.



Establish the Agency Partner relationship.



Innovation

Education on Paid Search programs to store owners.



- Keyword research
- Ad group/category setup
- Ads Auction
- Landing page quality
- Scalable customization

Execution

Hyper-Local Paid Search Campaigns



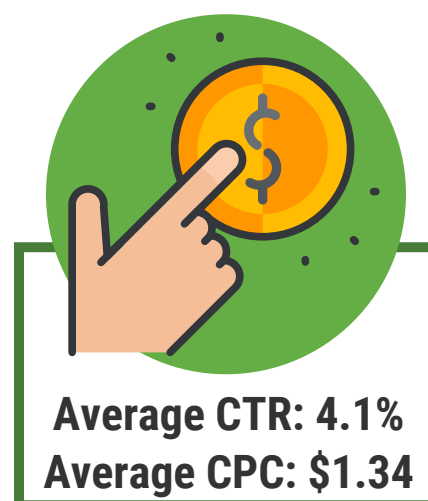
- Geo Indicators
- Localized keywords
- Ad extensions

High Engagement with Local Marketing Advisors

84 support requests, each resolved within 1 business day.

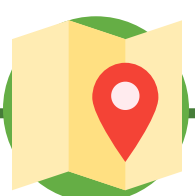


Results



*Data from May - June 2019

Next Steps



Local Listings Management



Paid Search

- Responsive Search Ads
- Radius expansion
- Bid modifiers for in-market audience
- Callout extensions for location-specific promotions
- Further keyword optimization
- Further improve impression share in non-brand
- Maximize brand campaigns; efficiently spend remaining budget in non-brand



Paid Social Campaigns