

Ace Hardware grows Omnichannel revenues with LIA 'Store Pickup' strategy developed by Location3



Ace Hardware is the largest retailer-owned hardware cooperative in the world with more than 5,400 locally owned and operated hardware stores in approximately 70 countries. Headquartered in Oak Brook, IL, Ace and its subsidiaries operate an expansive network of distribution centers in the U.S. and have distribution capabilities in Ningbo, China; Colon, Panama; and Dubai, United Arab Emirates. Since 1924, Ace has become a part of local communities around the world and known as the place with the helpful hardware folks. Oak Brook, IL USA • acehardware.com

LOCATION3

Location3 is the digital agency that delivers enterprise strategy with local activation. Founded in 1999, Location3 is a Google Premier Partner that specializes in franchise and multi-location digital marketing.

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The challenge

Ace Hardware is a leading hardware retailer with over 4,500 locally owned and operated hardware stores across the United States. In 2019, Ace Hardware launched its Local Lift program that enabled store owners to participate in Google Ads paid search advertising within their local communities, with a specific focus on Local Inventory Ads. With so many franchise owners featuring different budgets and ROI targets, Ace worked with Location3 and Google to create a scalable, owner-led Local Inventory Ads + Store Pickup strategy for revenue growth.

The approach

Ace teamed up with Location3 to engage individual store owners across the country and develop LIA 'sub-regions', allowing participating stores to pool LIA budgets and maximize store visits in their local communities. Google also partnered with Ace to enable per-store LIA campaigns, giving Ace the ability to further scale this program to more than 2,000 retail locations in less than a year.

The results

By leveraging Local Inventory Ads, Ace Hardware has seen a significant lift in store visits and Omnichannel ROAS across participating retail locations. With LIAs, Ace now showcases its Store Pickup and Curbside Pickup options to meet the local consumer when they are searching for products that offer convenient and safe pickup.

“Our performance with Local Inventory Ads and ‘Store Pickup’ has been amazing - our local business has grown substantially thanks to the high volume of store visits these ads deliver.”

— David Pizzolato, Director of Local Marketing Ace Hardware

+1,524% **+23%** **+133%**

LIA Store Visits Store Visit Rate Omni ROAS

Source: Google Ads, Ace Local Shopping Campaigns.
Date Range: Jan - Dec YoY (2019-2020)

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