



CASE STUDY

Location3 improves account performance and boosts revenue by automatically applying recommendations

LOCATION3

Location3

Denver, Colorado, U.S.A.

<https://location3.com>

About

Location3 is a full-service digital agency and Google Premier Partner serving 45 franchise and multi-unit brands worldwide – including restaurants, retail, and other business categories. It specializes in search marketing, programmatic media, digital video and audio, search engine optimization, as well as data analytics, business intelligence, and marketing attribution.

The challenge

With a mix of clients running 150–500 business locations each, Location3 saw a unique challenge around scale – not only in building accounts and campaigns for so many sites, but in managing them. Account managers were dedicating significant time to implementing a vast amount of manual

51% rise in account conversion rate

48% reduction in cost per lead

70% time savings

Google Ads

optimizations, with little time to strategize and think critically about growing accounts and further deepening client relationships.

The approach

Location3 began to apply recommendations automatically in Q3 of 2020, focusing initially on account hygiene optimizations. After recognizing a boost in performance and time savings, it began enabling more recommendations around the new year, focusing on the ones that saved the most time.

Location3 couples applying recommendations automatically with Search Ads 360, a Google Marketing Platform product, and the result has proved enormously beneficial. “We see really strong performance, and we have more confidence in the tool because we’re assigning an outcome for all of our campaigns to try to achieve,” says Jim Halligan, Location3’s director of marketing technology. With the additional time savings using this automated solution, account managers have been able to refocus their efforts on value-based bidding and optimization leading to consistent sales and profitability for their clients.

The results

As of July 2021, 80 percent of Location3’s portfolio applied recommendations automatically, boosting account performance and consistency. One 60-day client pilot yielded a 48-percent decrease in cost per lead and a 51-percent conversion rate increase after applying recommendations automatically three weeks into the pilot.

Halligan also estimates that this automated solution has helped Location3 achieve a 70-percent time savings. This allows it to take on new accounts without additional overhead and to build stronger client relationships. “Instead of people doing busy work that they would focus on if [automatically applied recommendations] weren’t an option, they’re able to work on more strategic issues and grow the accounts,” Halligan concludes.

“We are seeing time-savings from recommendations being automatically applied to accounts, which allows us to dedicate more time to planning and innovation. The result is significant performance improvements for our partners.”

—Jim Halligan, Director of Marketing Technology, Location3

About Google Ads

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