

FASTSIGNS maximizes local advertising efficiency with SA360 Data Driven Attribution fueled Auction-Time Bidding Strategies

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.

FASTSIGNS

Fastsigns International Inc. is the franchisor of Fastsigns centers which provide custom sign and graphics products. There are currently over 700 Fastsigns locations worldwide in United States, Canada, the U.K., the Cayman Islands, Mexico, Saudi Arabia, the UAE, Chile and Australia. City, State, Country

- [fastsigns.com](https://www.fastsigns.com)



About Google Marketing Platform

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The challenge

FASTSIGNS is a leading visual communications and custom signs provider with over 700 franchise locations worldwide. With a well established program for local paid search advertising, FASTSIGNS launched an initiative in Q4 2020 for US and Canada based campaigns to amplify performance through bid optimization efforts, with a specific focus on automation. With so many franchise campaigns across different geographies, varying budgets and performance, FASTSIGNS partnered with Location3 and Search Ads 360 in creating a framework to manage automation at scale.

The approach

Location3 worked closely with Search Ads 360 to develop portfolio bid strategies that could be easily deployed across hundreds of campaigns. By grouping similar performers together in portfolio bid strategies, scalability of management would increase significantly. More importantly, Location3 activated Search Ads 360 Data-Driven Attribution and auction-bidding within each respective bid strategy portfolio, leveraging more signals from Google Ads to maximize efficiency.

The results

By activating SA360 auction time bidding, FASTSIGNS has seen a significant lift in conversions and cost per conversion efficiency across participating store locations. FASTSIGNS has taken advantage of all available signals in the auction, which are crucial to success of a local program where there are so many variables and segmentation.

Auction-time bidding with SA360 has been a game-changer in creating more efficiency and ROI for our local ad campaigns in Google.”

—Jim Halligan, Director of Marketing Technology, Location3



Source: SA360, FASTSIGNS Local Campaigns, Nonbrand terms
Date Range: QoQ (Q3-Q4)

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