



## TIME PERIOD

8.01.2021-7.31.22 (current) vs. 8.01.20-7.31.21 (previous)

## EXECUTIVE SUMMARY

Web Sprout strategically leveraged local search campaigns through a combination of traditional paid search tactics, cutting-edge industry tools, real-time business intelligence and intuitive campaign management. The comprehensive approach increased paid search revenue by 71% over the designated time period while strengthening the search visibility of the brand overall.

Because the Web Sprout-Penske partnership has existed for several years, our search team knew that Penske's audiences use search to gauge the availability of products and solutions in their area. Pairing this with the fact that the construction industry must source equipment from a company that meets location-specific needs, we prioritized expansion in localized campaigns. Local campaigns were identified based on designated market areas that had Penske's locations nearby with high product inventories, as well as a competitive landscape in the area. By creating a concentrated presence that increased ad relevance via location-specific ad copy, the local campaigns dominated the search engine result pages.

Our localization tactics increased:

- Number of localized campaigns **+64.9%** (from 131 to 216)
- Impressions **+17.1%** (from 13,354,235 to 15,633,083)
- Clicks **+11.8%** (from 2,334,885 to 2,611,367)
- Sales **+44.6%** (from 14,218 to 20,561 transactions)
- Revenue **+71.1%** (from \$10,882,079.71 to \$18,623,933.15)
- ROAS **+20.8%** (from 2.4 to 2.8)

## TIME PERIOD

Web Sprout implemented a top-tier paid search strategy that:

- Launched 85 new hyperlocal campaigns to drive more qualified traffic to the site
  - Utilized a Tableau dashboard with inventory availability, number of branches and client's locations to determine the best-performing markets for expansion
  - Prioritized highest ROAS equipment types
- Audited and updated ad copy across all campaigns, structured snippets, and extensions

The team then built on initial insights and:

- Expanded on Google's responsive search ads
  - Customized ad copy to include location-specific messaging
  - Increased existing ad copy to "excellent" status
- Created automated reports and dashboards utilizing industry tools and technology
- Adjusted campaign spend based on seasonality trends

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## RESULTS

Penske's 2021-22 paid search strategy prioritized localized campaign expansion to increase ad relevance, dominate search presence and drive revenue. It was an enormous lift in campaign management to increase the number of localized campaigns present by 64.9%. However, overall performance improved with increases in impressions, clicks and sales. On top of that, revenue increased 71.1%, and ROAS increased from 2.4 to 2.8 while cost only increased 41.8% during the same time period.

Web Sprout expanded the scope of Penske's paid search presence in 2021-22 by increasing:

- Number of localized campaigns **+64.9%** (from 131 to 216)
- Cost **+41.8%** YOY (from \$4,634,204.88 to \$6,570,578.70)



Web Sprout successfully optimized United Rentals' 2021-22 budgets by increasing:

- Impressions **+17.1%** YOY (from 13,354,235 to 15,633,083)
- Clicks **+11.8%** YOY (from 2,334,885 to 2,611,367)
- Sales **+44.6%** YOY (from 14,218 to 20,561 transactions)
- Revenue **+71.1%** YOY (from \$10,882,079.71 to \$18,623,933.15)
- ROAS **+20.8%** YOY (from 2.4 to 2.8)

## TOOLS

Web Sprout used an array of industry tools to optimize campaign management and guide strategy decisions.

- Google Ads and Microsoft Ads
- Search Ads 360
- Tableau and Google Data Studio
- Google Analytics
- Adthena
- Google Trends
- Google Sheets, Microsoft Excel and SmartSheet
- Trello