



Mattress Manufacturer Increases Conversions 42% In 3 Months

Client

Our client is a mattress manufacturer that has 6 stores throughout the San Francisco Bay Area.

Situation

The client was looking to increase in-store traffic and increase phone calls to the 6 retail stores using paid search and display advertising.

Approach

We created a series of display and search campaigns each focused on the immediate area around individual stores. Each store had campaigns built for display, mobile proximity search, and desktop search. This enabled us to segment performance based on campaign type and device type. Mobile proximity search was aimed to target mobile users within a tight proximity to the store, while desktop search was focused on a larger area around the stores. This strategy enabled us to target customers as they were researching mattresses at home and while they were out shopping for mattresses.

Results

Over a 3 month period, click through rates increased by 15 percent and the cost per click decreased by 8 percent. Conversions from advertising increased by 42%, and the average cost per conversion decreased by 24%.