



Best Paid Search Campaign Finalist

Campaign: DAC Drives 80% YOY Growth in Bridgestone Retail Leads

Nominee: Felicia DelVecchio, DAC Group, Associate Director of Paid Search

Why this Nominee

Note: This nomination is for the Bridgestone Retail Operations (BSRO) team, lead by Tom Allen, Director, Digital & CRM, and its agency DAC Group, lead by Felicia DelVecchio, Associate Director of Paid Search.

Background: Local Search as a Business Driver

Bridgestone Retail Operations (BSRO) has been a leader in the auto care and tire industry for generations. With four retail brands and 2,200 stores across the United States, one of BSRO's major challenges is driving local traffic and leads across its entire footprint.

The objective of this campaign was to reduce costs and increase lead volume, including tire quotes, phone calls and store visits. In addition, the campaign also aimed to increase efficiency by reducing CPL's across the three lead types.

DAC restructured BSRO's search campaigns by creating a mobile-first strategy, with a balanced focus between national and local targeting to drive customers in-store. Tactics included custom bid strategies and a heavy focus on geo-modified messaging and targets, including an emphasis on "near me" query support.

Challenge: The Road to Success

With so many retail locations across the country, one of BSRO's major challenges is to drive local traffic and leads across their entire footprint. Targeting must be hyper-local in order to drive customers to their nearest retail location, and the messaging needed to be relevant to each customer's needs and specific market.

Yet the hyper-local structure of the search campaigns made automated optimization challenging. It was also very clear to DAC that BSRO needed to lead with mobile in order to take advantage of the impulsive nature of their customers and the micro moments where BSRO's services come to mind ("My car just got a flat and I need a replacement now.").

Solution: A Step by Step Approach

The first step was to improve the targeting tactics of BSRO's paid media, both by product/service and location.

The previous SEM keyword structure was broad and highly competitive, resulting in unsustainable CPCs. DAC's subject matter experts tweaked the strategy and shifted the focus towards identifying granular categories and tailoring the ad copy to ensure consumers were receiving the most relevant message for



their needs and location. The team restructured keyword categories and added additional keywords for specific products and services, which increased cost effectiveness by catering to each customer's intent and location. The tactics included geo-modified triggers, geo-modified and product-specific copywriting, and CTAs directing to locations within their proximity.

The second step was leveraging data collection in a more meaningful way. The automotive product and care industry is so volatile that constant maintenance is required in order to remain competitive. DAC conducted regular A/B testing to gain insights from the data that was being collected, and used it to create further cost efficiencies. The team utilized position testing on SERPs to identify the types of ads that would perform the best if they appeared at the top of the page, and generated savings in categories where ranking lower than first was still beneficial. Additional tactics included experimenting with various ad copy and landing page environments to determine the ideal user experience for their primary KPIs.

DAC is a strong advocate for a mobile-first approach. To address the impulse nature of BSRO's business (i.e. "my car just got a flat and I need a replacement now"), DAC put an emphasis on mobile devices and micro moments. In order to stretch marketing dollars even further, DAC also developed strategic mobile bid adjustment tactics segmented by the time-of-day and the day-of-week to ensure bidding only occurred during the most opportune times.

Finally, the DAC team capitalized on the robust first-party data available and generated retargeting lists for customers further along in the purchase cycle and delivered ads to them based on the architecture described above, through the use of Similar Audience Targeting, remarketing, and competitive conquering.

Results: Zero to 60

As costs and competition in the industry continued to rise, DAC Group evolved BSRO's campaign structure to best align with the business goals. This included a balance between nationally and locally focused targeting tactics. In taking this multi-pronged customer-centric approach for paid search, alongside incorporating the most relevant tactics to allow the customer to easily transact with their closest local store, DAC drove significant YoY improvements in results.

22% Decrease in Spend, 70% Increase in Tire Quotes, 94% Increase in Calls, 23% Decrease in Cost-Per Click, 54% Decrease in Tire Quote Cost-Per-Lead, 60% Decrease in Call Cost-Per-Lead

DAC Group implemented a locally-focused, mobile-centric strategy for BSRO surrounding geo-related queries and "Near Me" searches. The results were extremely positive and have proven to increase coverage within these keyword segments and ultimately drive stronger conversion rates.

Drove 150% Increase in Tire Quotes, Decreased Cost-Per-Lead by 12%, Increased Conversion Rate by 5%

When Google last measured store visits to understand the impact of DAC Group's efforts in restructuring the BSRO paid search program, the results were impressive and ultimately showcased the true value of paid search within BSRO's holistic marketing efforts.



11:1 In-Store ROAS on non-branded keywords, 26:1 In-Store ROAS on branded terms.

Client Testimonial:

In our business, it's always a challenge to conquer local search marketing across the Bridgestone brand. It requires a strong mix of automated technology and a team of smart search experts. DAC has achieved that balance and been able to integrate with our SEO agency and other media agency partners.

I would also like to add that it is an absolute pleasure working with the DAC team. There are few partnerships I've experienced where the teams are so closely connected on vision and the roadmap to execution. It shows through in everything we do.

External Links for Support:

2017 Kenshoo Infinity Award Winner:

<http://kenshoo.com/2017-infinity-award-winner-bridgestone-dac/>

2017 Drum Search Awards Finalist:

<https://www.dacgroup.com/blog/dac-group-finalist-drum-search-awards-usa/>

<http://thedrumsearchawards.us/the-drum-search-awards-us/search-awards-us-2017>

2017 Search Engine Land (Landy) Awards Finalist:

<https://www.dacgroup.com/blog/dac-group-named-search-engine-land-2017-awards-finalist/>

<http://searchengineland.com/announcing-shortlist-2017-search-engine-land-awards-nominees-282163>