

Grow Your Business

The Client

- Large window covering franchise with over 1,100 franchised locations across North America
- Web.com for Enterprise client since 2017

How a large window covering franchise increased paid search lead volume by 88% while cutting price-per-lead nearly in half.

Background of Partnership

As the largest window covering company in North America with over 1,100 franchised locations, the scale of our client's online lead generation program requirements historically necessitated leveraging many different paid search partners. This vendor fragmentation created major complexities in managing and tracking paid search campaigns.

For a franchise that has many locations to support with a limited national ad fund, keyword bidding and local ad messaging optimization is key to maximizing lead volume and spend efficiency for our client. From a serviceability standpoint, however, it took tremendous resources to scale services for our client's network and efficiently optimize keyword bidding / ad messaging on an ongoing basis. Our client thus sought to optimize campaigns programmatically.

Beyond ensuring that lead volume and spend efficiency was programmatically optimized, our client needed to find a partner who could leverage their existing website and lead routing infrastructure to facilitate accurate web lead attribution. Because our client is a serving-area business and has very densely populated groups of franchisees working next to one another, it was traditionally a difficult process to ascertain which leads belonged to respective locations.

For example – if a consumer clicked on a paid search ad while searching for in-home services at work in Westfield, NJ, but the consumer actually lives in Kinnelon, NJ, the lead could be routed to the Westfield, NJ storefront without proper lead attribution reporting. Our client sought to unify their lead attribution reporting (as opposed to pulling reporting from many different sources), and make allocating leads to proper locations less arduous.

Overall, our client hoped to streamline and maximize their national paid search efforts. Web.com for Enterprise successfully partnered with our client on this effort through a mix of technology, personal service, and their expertise in the franchise space.

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Grow Your Business

Solutions

Technology



Proprietary Bidding Algorithm

Our keyword bidding algorithm automates the process of actively optimizing “price-per-lead” given the targeting and keyword set - ensuring we can maximize lead volume and spend efficiency across a very large business network.



Lead Attribution API

We developed an API that integrates with our client’s homegrown website infrastructure to properly identify and route paid search-driven leads.

Personal Service



Dedicated Paid Search Consultants

Our Google-trained paid search consultant team tracks all of our client’s paid search campaigns on a one person-to-many campaigns basis. They ensure that ad messaging continues to resonate with consumers searching online.



Dedicated Customer Success Director

We have a dedicated Customer Success Director that works directly with our client’s corporate decision makers to ensure all brand-level goals are being met.

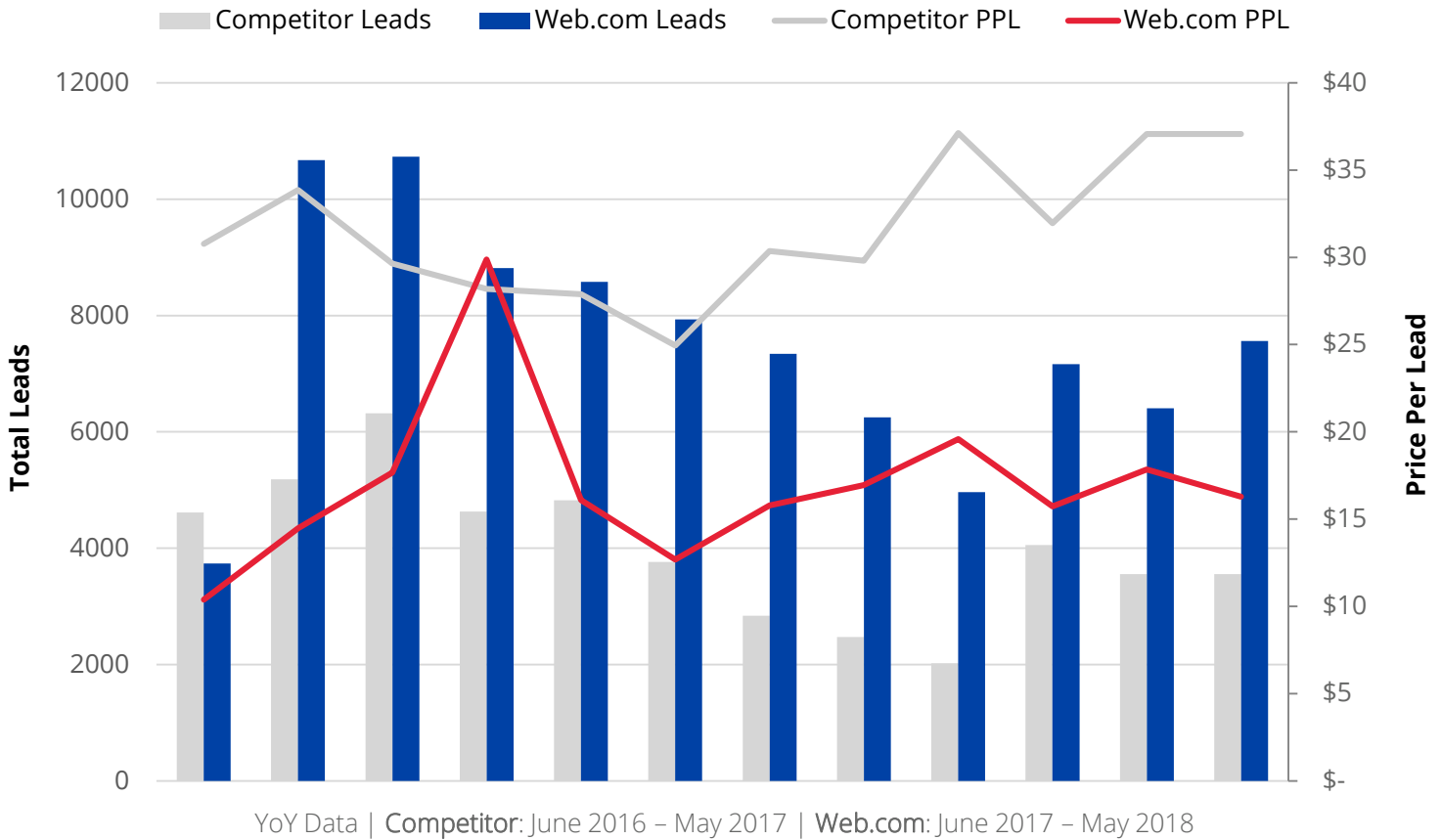
By applying digital marketing expertise and personalized service, we were able to help our client **increase aggregate lead volume by 88%** and **reduce price-per-lead by 47.5%**.

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Detailed Results



KPIs

Total Leads

- Competitor - 47,829
- Web.com - 90,148 (+88%)

Average Price-Per-Lead

- Competitor* - \$31.19
- Web.com** - \$16.39 (-47.5%)

Key Drivers of Success

- *Keyword Selection & Refinement* - We heavily bid on branded and generalized keywords (i.e. "blind retailer") to capture the most relevant traffic and increase conversion.
- *Campaign Structure* - Rather than managing a single paid search campaign to benefit all client locations, we manage individual campaigns for all locations to hyper-target consumers by geography.
- *Proprietary Bidding Algorithm* - Enables us to compete for keywords cost-effectively across all campaigns.

*Total Competitor Spend: \$1,491,581 | **Total Web.com: Spend: \$1,477,954

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