

Surefire Local's Adwords Campaign for RbA Windows Dealer Cashion Management increases search traffic by 198%



**Cashion Management, Inc.
DBA RbA of Texas**

About Surefire Local

www.surefirelocal.com

- Headquartered in McLean, VA
- Founded in 2008 and became a Google Premier Partner in 2015
- Multiplies the impact of local business marketing efforts
- Helps local businesses see and strengthen all their online activities from a single platform
- Solves SEO, online ads, local directory listings, reputation management and drip marketing

About Cashion Management Inc.

- www.renewalbyandersen.com/window-company/732-dallas-fort-worth-tx
- Headquartered in Carrollton, TX
- A division of Andersen Windows providing custom-manufactured replacement windows for the Austin/Dallas-Forth Worth/ Oklahoma City/Tulsa/Atlanta areas
- Backed by more than 110 years of unmatched Andersen quality, innovation and craftsmanship

Goals

Increase brand awareness and drive additional demand for RbA windows:

- Increase traffic and lead generation in five regional markets
- Ramp up marketing channels to power business growth
- Create awareness and demand for RbA of Texas products, more effectively capturing demand at bottom of purchase funnel
- Establish a centralized marketing strategy, so all digital channels work together

Renewal by Andersen of Texas (Cashion Management, Inc.) approached Surefire Social in April 2014 about growing their sales leads and new customer acquisition initiatives through a professionally managed pay-per-click (PPC) advertising program. They desired a program which could continually be expanded to power additional revenue growth. Previously, their year-over-year results with PPC were moderately successful, but they were not experiencing the growth they were after, even during peak seasons. Yet within just the first month with Surefire Local, one of Cashion's biggest markets experienced a whopping 79% increase in leads.

A Window into Surefire's Game Plan

Surefire Local provided extensive research and strategic planning, including a competitive analysis, keyword research, and assessment of the Total Addressable Market Opportunity for Cashion's five service areas. Additionally, Surefire continually monitored Lost Impression Share to identify untapped opportunities in each DMA market. New strategies were introduced as well including TrueView video ads to boost awareness and drive a lift in conversion rates from PPC ads.

Finally, an integrated remarketing campaign helped reinforce RbA of Texas' brand messaging and key benefits during the critical "research & consideration phase" of the purchase cycle. Remarketing was also used to maximize budget against previous site visitors who are more likely to convert, and cheaper to target through the Google Display Network.

RESULTS & METRICS:

Surefire Local's campaign breaks expectations helping Cashion realize

198% increase in paid search traffic in 2015.



With Surefire strategy in place, the door opened to an **86%** increase in PPC leads.

Google TrueView video ads were added to the mix, which resulted in nearly **73%** lift in ad recall.

WHY IT WORKED:

Lower Cost-Per-Lead

"Efficiencies in all markets with double digit increase in leads, and substantially lower cost-per-lead are the direct result of Surefire's experience and expertise."

Michelle Lamb, Director of Marketing
Cashion Management, Inc.

Campaign Optimization

"I've been thrilled with the powerhouse results we've realized through Cashion's four organic local sites, and one PPC campaign that serves all markets."

Brian Seskin, VP/Digital Advertising
Surefire Local

Strong Online Presence

"The Surefire team has the perfect blend of experience in home improvement, online marketing, and PPC expertise... they understand the importance of keeping our costs per appointment in line, as well as balancing a strong online presence."

Michelle Lamb, Director of Marketing
Cashion Management, Inc.

Replacement Window market experiences 79% increase in leads within first month

Identifying Keyword Performance

For the PPC budget, Surefire Local started with an advertising investment needed to penetrate approximately 25% of Cashion's Total Addressable Market Opportunity, with plans to ramp up investment as ROI improved from campaign optimizations. While lead generation was their primary objective, they also customized campaigns against a set of secondary performance metrics, like pages viewed and time spent on site. This enabled both top and bottom performing keywords to be identified much earlier in the program.

"Based on our results with Surefire Local, we have increased our paid search traffic by almost 200%, with an 86% increase in PPC leads."

—Michelle Lamb, Director of Marketing, Cashion Management, Inc.

CONCLUSION:

Overall, Cashion experienced efficiencies in all markets with double-digit increase in leads, at a substantially lower cost-per-lead. Surefire Local's campaign resulted in an unprecedented 198% increase in paid search traffic, and 86% increase in PPC leads. "What I'm most thrilled with is the performance of our paid search. Within just the first month, one of our biggest markets had 79% increase in leads," says Michelle Lamb, Director of Marketing for Cashion Management. "If they had told me to expect this type of improvement, I simply would not have believed them," she exclaims.

