

Boosting Search Revenue with Hyper-Local Strategies



Stanley Steemer is a leading US carpet and floor cleaning brand with independently owned and operated franchise locations.

The Challenge

Supporting Steemer's complexity—over 110 individual franchise owners and 35 branches, each with **location-specific targeting and messaging** needs—would be the most challenging part. With an increase in smaller, less expensive local competitors, each media dollar would also need to work harder than ever to continue **generating jobs and revenue**. Last, but certainly not least, Steemer needed a plan that would **impact performance, fast**.

The Strategy

Steemer partnered with Rise to develop a three-part strategy to **grow the overall volume of jobs** driven by search, **decrease cost per job**, and hit the ground running to have an immediate impact, all while better aligning the search program to **franchise owner business outcomes**:

- Implement a **granular account structure** for better budget control to improve ROI
- Develop **hyper-local targeting and messaging** for a more relevant customer experience and improved conversion rate
- Create a measurement framework to better **align search investments to business outcomes**

Rise built a technology-supported measurement framework to **integrate additional offline data** to understand the true ROI of a search keyword, make **better, faster optimization** decisions at the franchise and branch levels, and provide reporting and **insights by individual franchise** to better meet their needs. By using a sophisticated technology stack, we were able to execute and manage this complex campaign within Steemer's budget.

The Results

Rise blew past the goal of increasing jobs by 10% and vastly expanded the volume of keywords and ad groups in 3 months.



541%
improvement
on ROI



420%
MoM increase
in revenue



76%
decrease in
cost per job