

Google Premier Partner Awards

Location3 – 2018 Client Case Study

Mountain Mike's Pizza



GOOGLE PARTNER AWARDS CASE STUDY

EXECUTIVE SUMMARY



Location3 client Mountain Mike's Pizza and their franchisees face significant competitive challenges when advertising on Google, which ultimately requires the need to be both incredibly efficient with campaign setup and incredibly precise when managing bids and local budgets. A quick Google keyword search for "pizza near me" in Mountain Mike's home state of California yields over 58,000,000 results ("pizza delivery" yields 56,000,000) and often features a predictable set of ad results from industry giants like Domino's and Pizza Hut, among others.

Suffice it to say that buying "pizza"-related terms in AdWords can get incredibly expensive, incredibly quickly, if a local franchisee's budgets and bids are not managed with precision. When you combine that fact with limited location-level advertising budgets, our team at Location3 was presented with a significant challenge in helping Mountain Mike's Pizza generate increases in customer pizza orders while simultaneously ensuring that ad spend costs for all 195 franchise locations remained stable.

Location3's innovative AdWords strategy leveraged a product feature within DoubleClick Search most commonly used for Google Shopping campaigns, allowing our team to develop customized PPC campaigns that could be scaled using DoubleClick automation tools while ensuring hyper-local ad elements specific to each location were shown to prospective consumers.

The following slides highlight our unique approach to campaign development and execution, and the corresponding results for Mountain Mike's Pizza franchise locations.

Campaign dates: May 1st, 2018 - present

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THE CASE FOR HYPER-LOCAL ADS



Consumers search with their location and proximity in mind

- 4 in 5 consumers use search engines to find local information.
- They search on smartphone and computer/tablet for: store address, business hours, product availability and directions.



Local searchers take action

- 50% of consumers who conducted a local search on their smartphone visited a store within a day, and 34% who searched on computer/tablet did the same.
- Local searches lead to more purchases than non-local searches. 18% of local searches on smartphone lead to a purchase within a day vs. 7% of non-local searches.

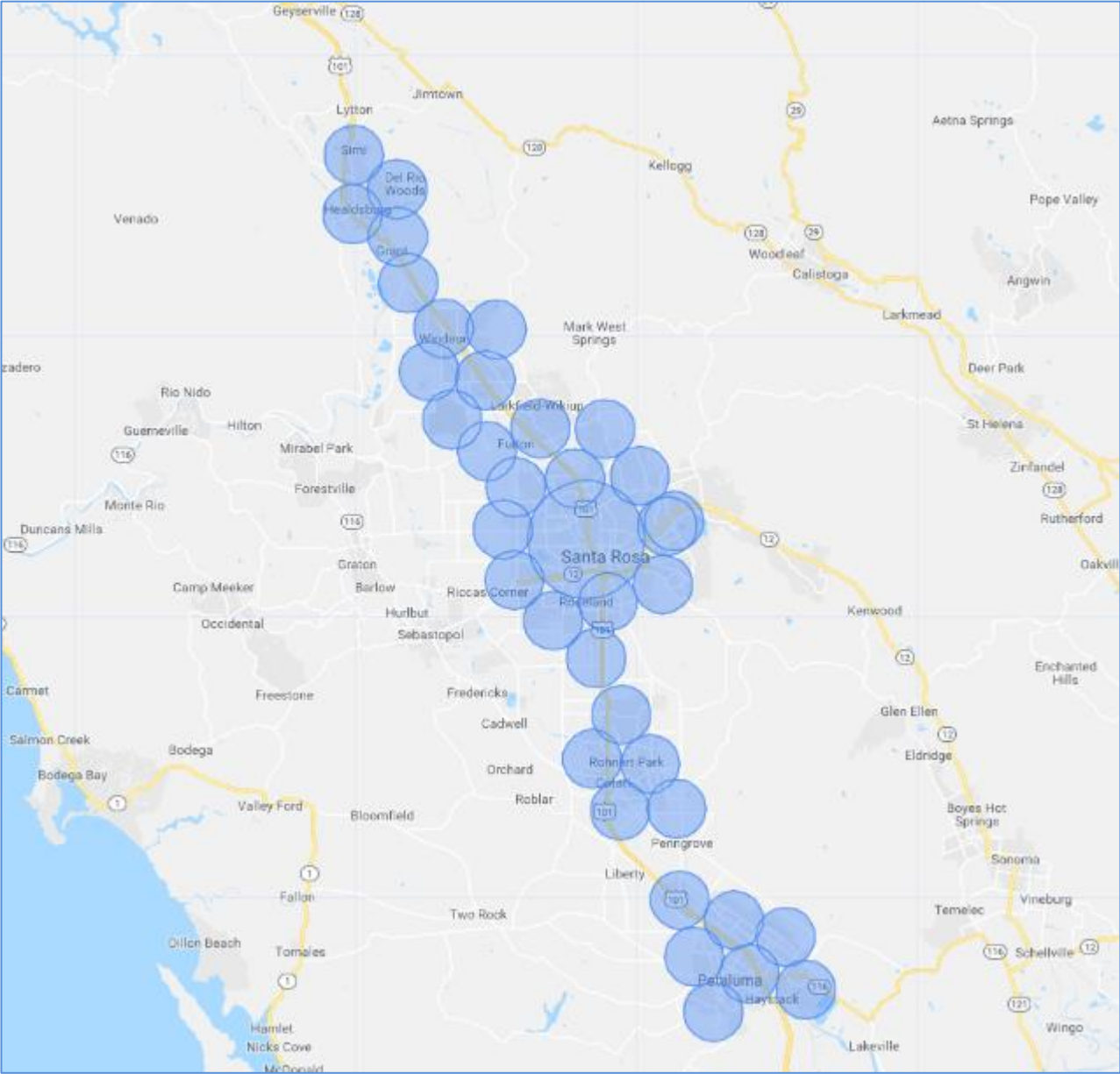


Consumers prefer and act on location-based ads

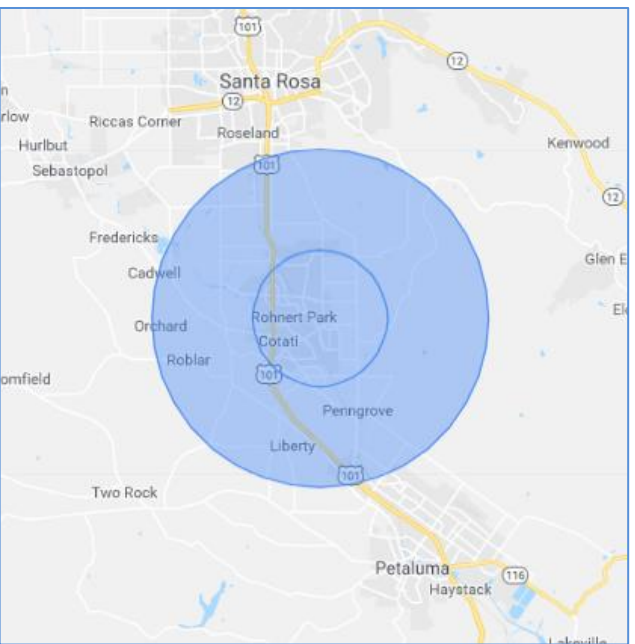
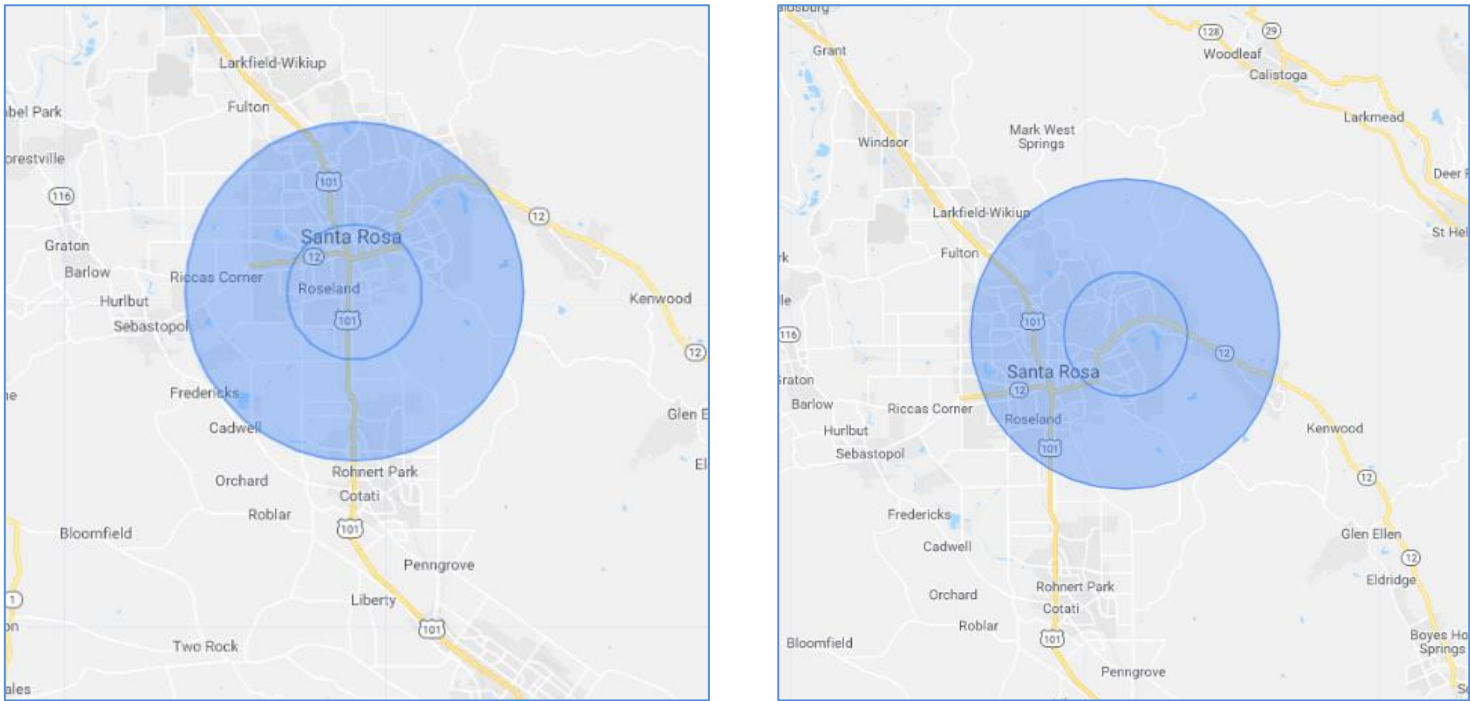
- 4 in 5 consumers want ads customized to their city, zip code or immediate surroundings.
- More than 60% of consumers have used location information in ads. They say it's important to have store address and phone number in ads on computer/tablet, and directions and the call button in ads on smartphone.

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CAMPAIGN SEGMENT TARGETING



Previous campaign targeting



Updated multi-location campaign targeting

- Previous structure leveraged one campaign to target a large area, which prevented store-level geo customization and reporting
- Location3 updated campaign structure using DoubleClick Search inventory management, allowed us to easily scale campaign builds across 195 locations, including geo indicators in keywords and ad text, store-level landing pages and custom location reporting

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SCALABILITY - TEMPLATE MANAGEMENT



- Custom data feed houses all location data, where each row in file represents a physical location
- Campaign, ad group, keywords, ad copy and sitelinks are created and managed via templates to facilitate geo-customization and handling of location specific attributes
- Attribute **wildcards** are embedded into templates, pulling in location specific data to construct keywords, ad copy elements and unique landing pages

Keyword template	Match type	Max CPC	Landing page
[c:"la_city"] [c:"la_state"] pizza delivery	Exact	2.04	[c:"la_destinationurl"]
[c:"la_city"] pizza delivery	Exact	2.04	[c:"la_destinationurl"]
[c:"la_city"] pizza delivery near me	Exact	2.04	[c:"la_destinationurl"]
24 hour pizza delivery [c:"la_city"]	Exact	2.04	[c:"la_destinationurl"]
24 hour pizza delivery [c:"la_city"] [c:"la_state"]	Exact	2.04	[c:"la_destinationurl"]
best delivery pizza [c:"la_city"] [c:"la_state"]	Exact	2.04	[c:"la_destinationurl"]
best pizza delivery [c:"la_city"]	Exact	2.04	[c:"la_destinationurl"]
best pizza delivery [c:"la_city"] [c:"la_state"]	Exact	2.04	[c:"la_destinationurl"]



Keyword	Match type	Max CPC	Landing page
+pizza +delivery +in +moraga	Broad	\$1.64	https://www.mountainmikespizza.com/restaurants/moraga.php
+pizza +delivery +in +moraga +ca	Broad	\$1.64	https://www.mountainmikespizza.com/restaurants/moraga.php
+pizza +delivery +in +moraga +california	Broad	\$1.64	https://www.mountainmikespizza.com/restaurants/moraga.php
rohnert park ca pizza delivery	Exact	\$2.04	https://www.mountainmikespizza.com/restaurants/oceanside.php
rohnert park pizza delivery	Exact	\$2.04	https://www.mountainmikespizza.com/restaurants/oceanside.php
rohnert park pizza delivery near me	Exact	\$2.04	https://www.mountainmikespizza.com/restaurants/oceanside.php

GOOGLE PARTNER AWARDS CASE STUDY

SCALABILITY - TEMPLATE MANAGEMENT

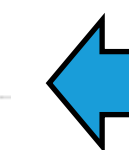
- Ad copy made flexible to include geographic elements, with alternative values in the event that character limits are exceeded
- Labels can be dynamically applied to ad templates upon creation or edited in lifecycle, which allow for consistent scheduling and custom rule logic

Label templates

Apply an existing label to newly created ads. If the output of the formula matches an existing label, the label will be applied. If the output does not match, no labels are applied.

Static or dynamic value

Ad title	Ad title 2	Line 1	Destination URL	Ad path field 1	Ad path field 2
Moraga Mountain Mike's Pizza®	Always Delivered Hot & Fresh	Find Mountain Mike's Pizza® In Moraga & Eat Pizza The Way It Oughta Be!	https://www.mountainmikespizza.com/restaurants/moraga.php	CA	Moraga
Mountain Mike's Pizza®	Always Delivered Hot & Fresh	Find Mountain Mike's Pizza® In Rohnert Park & Eat Pizza The Way It Oughta Be!	https://www.mountainmikespizza.com/restaurants/oceanside.php	CA	Rohnert-Park
Mountain Mike's Pizza®	Always Delivered Hot & Fresh	Find Mountain Mike's Pizza® In Saratoga & Eat Pizza The Way It Oughta Be!	https://www.mountainmikespizza.com/restaurants/saratoga.php	CA	Saratoga
Mountain Mike's Pizza®	Always Delivered Hot & Fresh	Find Mountain Mike's Pizza® In Pittsburg & Eat Pizza The Way It Oughta Be!	https://www.mountainmikespizza.com/restaurants/pittsburg-atlantic.php	CA	Pittsburg
Mountain Mike's Pizza®	Always Delivered Hot & Fresh	Find Mountain Mike's Pizza® In Turlock & Eat Pizza The Way It Oughta Be!	https://www.mountainmikespizza.com/restaurants/turlock.php	CA	Turlock
Mountain Mike's Pizza®	Always Delivered Hot & Fresh	Find Mountain Mike's Pizza® In Jackson & Eat Pizza The Way It Oughta Be!	https://www.mountainmikespizza.com/restaurants/jackson.php	CA	Jackson



Enter static or dynamic values to use when generating ads. Specify an alternate for each field in case the generated ad copy is invalid. [Learn more.](#)

Headline 1
[title_case(c:"la_city")] Mountain Mike's Pizza® 24 / 30

Alternate Headline 1
Mountain Mike's Pizza® 22 / 30 ✕

+ ALTERNATE

Headline 2
Always Delivered Hot & Fresh 29 / 30

+ ALTERNATE

Description line 1
Find Mountain Mike's Pizza® In [title_case(c:"la_city")] & Eat Pizza The Way It Oughta Be! 66 / 80

Alternate Description line 1
Find Mountain Mike's Pizza® In Your Area & Eat Pizza The Way It Oughta Be! 74 / 80 ✕

+ ALTERNATE

Destination URL
[c:"la_destinationurl"]

Path
[upper(c:"la_state")] 1 / 15

+ ALTERNATE

Path 2
[substitute(c:"la_city","*-")] 1 / 15

Alternate Path 2
Locations 9 / 15 ✕

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AD CREATIVE



Mountain Mike's Pizza - See Menu & Get Coupons Online
[Ad | www.example.com/menu/order-now](http://www.example.com/menu/order-now)
Serving Families Since 1978! Order Online For Dine-In / Delivery

Local Pizza Delivery - Delivered Right To Your Door
[Ad | www.example.com/mobile/ordering](http://www.example.com/mobile/ordering)
Come To Mountain Mike's Pizza! See Menu Now, Order From Your Mobile Device Today

{Keyword:Mountain Mike's Pizza} - Pizza The Way It Oughta Be
[Ad | www.example.com/menu/order-now](http://www.example.com/menu/order-now)
180+ Locations Throughout CA! Pizza, Appetizers, Desserts, Salads

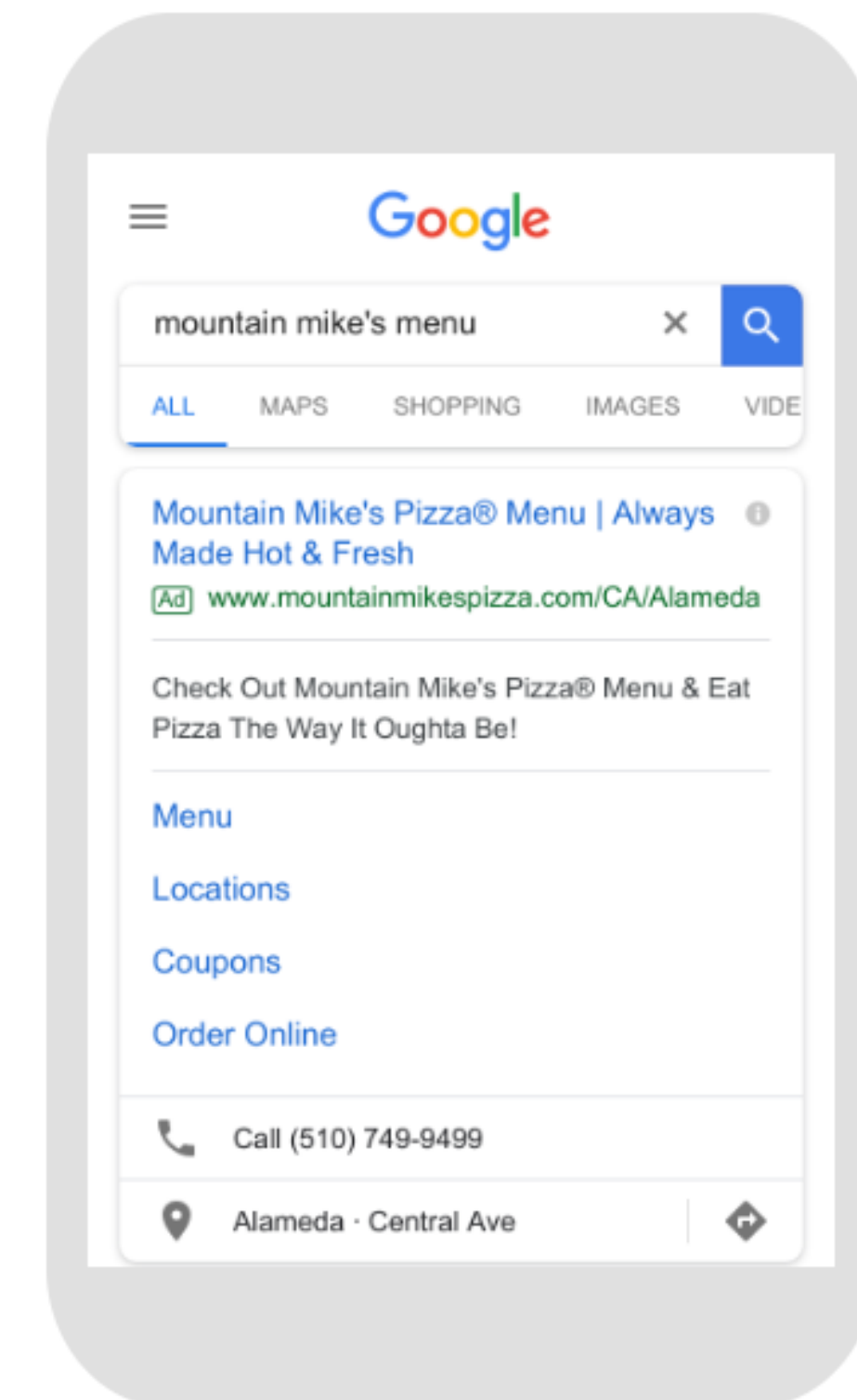
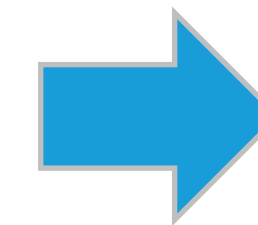


Mountain Mike's In Santa Rosa - Delivered Right To Your Door
[Ad | www.example.com/CA/Santa-Rosa](http://www.example.com/CA/Santa-Rosa)
Pizza Coupons & Discounts. Find Mountain Mike's Pizza Locations In Santa Rosa!

Mountain Mike's Pizza® - Rohnert Park Coupons & Deals
[Ad | www.example.com/CA/Rohnert-Park](http://www.example.com/CA/Rohnert-Park)
Pizza The Way It Oughta Be! Dine-In Or Order Delivery At A Location Near You.

Mountain Mike's In Oakland - See Online Pizza Menu
[Ad | www.example.com/CA/Oakland](http://www.example.com/CA/Oakland)
Pizza Coupons & Discounts. Order From Online Menu For Dine-In Or Delivery!

Mountain Mike's Pizza® - Find Your Petaluma Location
[Ad | www.example.com/CA/Petaluma](http://www.example.com/CA/Petaluma)
Pizza The Way It Oughta Be! Dine-In Or Order Delivery At A Location Near You.



- Ad text in updated structure emphasizes geography to correspond with store closest to user's immediate proximity
- Aligns with consumer trends that users **prefer localized ads in their search experience** when looking for a local business
- DS inventory management allows for alternative ad text components if character limits are exceeded by city names

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CAMPAIGN RESULTS



Clicks ↑ 162% 45,712 → ● 119,899	Avg CPC ↓ -16.8% \$0.24 → ● \$0.20	AW Conv. (Historic) ↑ 589% 9,123.2 → ● 62,813.9	AW Conv.% (Historic) ↑ 162% 20% → ● 52.4%	AW CPL (Historic) ↓ -68.3% \$1.18 → ● \$0.37
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Brand performance

Clicks ↑ 70.3% 6,285 → ● 10,701	Avg CPC ↓ -24.8% \$1.37 → ● \$1.03	AW Conv. (Historic) ↑ 129% 1,251.2 → ● 2,866.0	AW Conv.% (Historic) ↑ 34.5% 19.9% → ● 26.8%	AW CPL (Historic) ↓ -44.1% \$6.90 → ● \$3.86
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Nonbrand performance

- **Volume and performance impacted significantly with onboarding to localized structure**
- As a best practice, brand and nonbrand terms assigned to individual campaigns, per location, to control budget
- Simple implementation in DS inventory management that doubled managed campaigns to 380 total
- Inventory plans & templates established, so addition of new stores in proven structure is as easy as adding new location information to data feed, thus automatically generating new campaigns

Thank you.

PREMIER
Google
Partner