

Flooring Manufacturer Drives In-Store Sales with Search Program

Challenge

A top flooring manufacturer needed a way to predispose customers to its brand to establish brand preference at the local point of retail, while reaching its ideal consumer during his or her path to purchase.

Solution

BrandMuscle's solution helped the client achieve breakthrough results. With a strategic, hyperlocal approach to the online campaign, customers moved further down the sales funnel, converting micro-moments from "I want flooring" to "**I want this brand's flooring.**"

Results

**100 SEARCH
CAMPAIGNS**
over 50 locations

**7,000 CUSTOMIZED
ADS** based on
30,000 keyword
searches

200% INCREASE
in number of
conversions at a
30% decrease in
cost per conversion

