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CASE STUDY

NATIONAL RETAIL BRAND

## Generate ROI with SweetIQ



CLIENT

## SPECIALTY RETAILER

250+ LOCATIONS—NATIONWIDE



A new client came to us looking to improve their online-to-offline conversion numbers. Their Google My Business pages had low impressions and hardly any reviews. Their listings were already above average, but they wanted those cleaned up as well.

**100**  
LOCATIONS  
IN PILOT  
OUT OF 277



CAMPAIGN PARAMETERS



Local Search Analytics: **Yes**

Listings Management: **Core 15**

Enhanced Listings: **Google My Business and Facebook**

Content Updates: **Monthly**

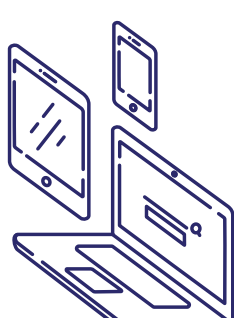
Review Monitoring: **Daily**

Reporting: **Monthly**



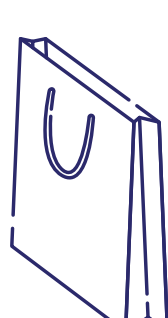
SOLUTION

We worked with the client to create a three month, 100-store pilot campaign focused on increasing their Google My Business conversions (clicks to: site, calls and directions). By isolating a group of 100 stores we could accurately measure the bump created by local search.



INCREASE IN VIEWS

**13%**



LIFT IN SALES

**41%**



INCREASE IN ROI

**117%**

RESULTS

By rolling out these improvements to all the client's stores, and increasing our Google My Business posting schedule and Facebook promotions, we expect to increase sales attributed to local marketing by 42% over four quarters.

**126%**  
PROJECTED ROI

**sweet IQ**

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