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CASE STUDY

SPECIALTY PHARMACY



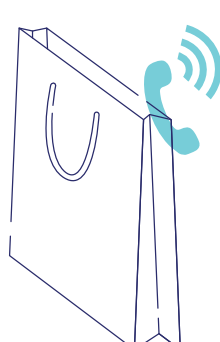
KEY
OBJECTIVES

- ✓ Optimize locations within Google My Business for data accuracy
- ✓ Increase location-specific mobile calls using geo-targeted keywords
- ✓ Increase conversions and revenue from Near Me searches



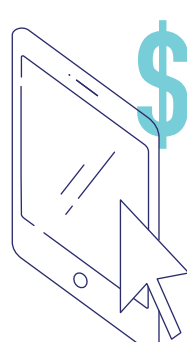
GAME PLAN

- Optimize overall data accuracy, including Google My Business (GMB)
- Analyze existing AdWords success and strategy, then infuse with new Local strategy
- Creation of new custom local adcopy focusing on 'Where to Buy'
- Invest in locally optimized AdWords



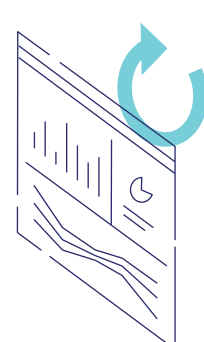
PHONE CONVERSIONS GREW BY

670%



CPC BELOW TARGET BY

65.8%



OVERALL CONVERSION RATE OF

11.4%

RESULTS

Avella leveraged SweetIQ's platform to launch local campaigns on Google Maps driving a 670% increase of its local conversions.

“By focusing on non-branded geo-specific keywords we could help Avella drive ready to buy customers to their pharmacies. We're happy to see Avella getting even more value out of local marketing than they had originally thought possible.”

Brad Wing, VP Partnerships & Platform, SweetIQ



“Local marketing is critical to the success of our pharmacies. Adding locally targeted ads to the strong local ecosystem SweetIQ built for us across GMB was a game changer.”

TODD SPERANZO, VP MARKETING, AVELLA



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