

AMERICAN SPECIALTY PHARMACY



KEY OBJECTIVES

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



GAME PLAN

- Optimize local listings 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

This specialty pharmacy 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 them drive ready-to-buy customers to their pharmacies. We're happy to see this pharmacy chain getting even more value out of Local Marketing than they had originally thought possible."

Brad Wing, VP Partnerships & Platform, SweetIQ