

# The California Closets brand used AdWords Location Targeting to organize its online advertising and boost leads by 126% within 3 months.

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## CALIFORNIA CLOSETS®

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### About California Closets®

[www.californiaclosets.com](http://www.californiaclosets.com)

Berkeley, California

Customized storage solutions for every room in the home.

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## ISEARCHMEDIA

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### About iSearch Media

[www.isearchmedia.com](http://www.isearchmedia.com)

San Francisco, California

Holistic digital agency for Brands determined to dominate.

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### Goals

- Centralize online marketing efforts of 77+ franchises
- Grow lead volume during a down economy
- Accurately assign leads to each franchise

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### Approach

- Setup AdWords MCCs for each region & accounts for each franchise
- Setup Location Targeted campaigns for each franchise
- Allocated budgets based on metro population, historical performance, contribution to the company, and CPA
- Ran National campaign to capture all other traffic

California Closet Company was founded in 1978 by a college student who designed a custom storage solution to fit everything into his one-closet dorm room. Today, over 77 California Closets® franchises provide customized solutions for every room in the home in the US, Canada, Puerto Rico, Mexico and the Dominican Republic. This brand is about helping people improve their lives by becoming more organized.



In late 2008, the company recognized a need to consolidate its online presence, including its SEM campaign. At that time franchise SEM campaigns were not centrally managed, often leading to duplicated marketing efforts and inefficient allocation of advertising dollars. Additionally, lead volume and sales declined significantly during the recession as people were postponing investing in their home.

## Organizing by Location

iSearch Media, an online advertising agency, was hired by the company to consolidate franchisee online advertising efforts, grow lead volume and decrease cost per lead. iSearch Media designed an integrated local and national digital advertising strategy to cost-effectively generate more leads for all 77 California Closets franchises.

The agency tackled this challenge by using Google AdWords Location Targeting to create integrated geo-targeted franchise campaigns. First, iSearch Media eliminated duplicate efforts by designing location-targeted accounts for each franchise based upon the brand's geographic schema.

The agency then developed AdWords campaigns with identical keywords and ads for each of the fourteen North American regions. Doing so allowed them to optimize budgets and bidding for each franchise. They matched campaign location targets with the franchise territories to the city level, exploiting metro area targeting when possible to maximize coverage. They selectively amplified local franchise efforts with national campaigns for the U.S. and Canada to ensure coverage nationwide throughout the day.



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### Results

- Increased leads by 126% within three months
- Decreased CPL by over 50% within three months

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### About AdWords Location Targeting

Location Targeting within AdWords allows advertisers to target their ad campaigns to specific geographic areas. Depending on where an advertiser wants to target their campaigns, country, regional, city, metro, and custom targeting might be available.

Over several months, iSearch Media refined the campaign strategy to maximize high converting leads. The key to success was developing a mathematical model to assign budgets at the franchise level. For example, if lead quality declined, the agency discovered that excluding locations that were more than one hour away from the showroom improved conversion rates. In other cases, expanding the geo-targeted areas increased quality leads. Over time, iSearch Media developed a customized methodology to allocate spending and assign geography for each franchise, analyzing metro population, historical performance, overall revenue contribution and franchise CPA.

### Location Targeting leads to Better Performance

By utilizing AdWords Location Targeting, iSearch Media was able unify the company's search marketing efforts, increase leads and decrease the cost per lead for all franchises in the network.

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**"Location Targeting allows us to manage campaigns and budgets by franchise, so even though the campaign is managed centrally, franchises have the same budget and targeting flexibility they did with their previous vendors. They also benefit from the learning we gain by having all the franchises managed by the same vendor."**

**– Lois Erbay, California Closet Company Director of Marketing**

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Within the first three months, AdWords Location Targeting helped increase leads by 126% and decreased the cost per lead by over 50%. Over the course of a year, iSearch Media doubled lead volume and cut the cost to acquire new customers in half.

California Closet Company's entire digital strategy is now focused around Location Targeted paid search campaigns. According to iSearch Media, "Location Targeting is not just a tool, but a necessity. It is a central strategic pillar for what we do."

Visit [www.adwords.google.com](http://www.adwords.google.com) for more information.