



How Local Campaigns resulted in incremental store visits and a ROAS of 970% for Kees Smit



Kees Smit is an omnichannel retailer that sells garden furniture. Almelo, Overijssel, The Netherlands • [Keessmit.nl](https://www.keessmit.nl)



The challenge

Purchasing garden furniture is a 'high involvement buying decision'. The customer journey covers a long timeframe and both the webshop and the physical store play an important role. Most customers visit the showrooms at least once before making a purchase. Driving store visits is one of the most important KPIs and the number of store visits has a strong correlation with total revenue. CPA of store visits started to rise slowly over the years, new ways had to be found to keep the store visit CPA at a profitable level.

The approach

When the team of Kees Smit heard about the launch of a new, innovative solution that optimizes towards driving people to the store, they were eager to be one of the first movers for this new campaign type. This first-mover strategy is something Kees Smit has always used in recent years and is one of the reasons that they are so successful. This is also something that worked in the past with Local inventory Ads and TrueView For Action campaigns. The first two weeks Kees Smit started testing with unlimited budgets to ensure the automated campaign would not be limited in any way and to gather as much data as possible. After two weeks, Kees Smit evaluated the results and saw a big increase in incremental store visits, ROAS and a decrease in the CPA of store visits.

The results

The use of local campaigns resulted in significant growth in total store visits in the period from May till August 2019 (+6,25% vs. previous period). The campaign itself had a 58% lower CPA for store visits than the search, display, and shopping campaigns and the ROAS was 2.4x higher (970% vs. 413%).

“The local campaign strategy led to a significant business impact on incremental store visits and generated revenue, we are convinced of the value of local campaigns as an integral part of our marketing mix”

— Mitchel Oude Nijhuis, Co-Owner & Director Marketing, Kees Smit

970%

ROAS

58%

Lower CPA for
store visits

2.4x

ROAS increase
vs. average

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