

CLIENT

Heavy Equipment Manufacturer

Retailers: 950+

CHALLENGE

Major manufacturer wanted to drive leads to Indirect Dealers that were representing several competitor brands.

SOLUTION

The Brand partnered with SproutCloud to create a locally relevant, branded PPC program. Dealers selected products, local area and budgets starting at \$200 per month. SproutCloud executed the program which aligned Co-Op Funds with branded keywords, ad copy and landing pages all localized with the Dealers contact information.

OUTCOME

SproutCloud's hyper-localized Dealer PPC campaign was able to exceed the National Campaign CTR by 66%. The combination of branded content and localized search created increased traffic, leads and sales for the Local Dealers.

LOCAL PPC PERFORMANCE
EXCEEDED NATIONAL RESULTS



National CTR
3.00%



Local CTR
4.98%