

"We are experts at search marketing, but building our business meant focusing on other things besides PPC execution. The AdMax Local platform helped us to sell more and scale our operations. It's like having an additional expert on staff"

CEO, Marketing Services Agency



Challenge

A large national marketing services agency for local retail providers believed there was a better way to build a marketplace that would scale on a national level, yet deliver goods and services locally. Their vision was to deliver local services using a network of businesses that would fulfill orders to those searching locally. However, they needed a source of leads at the hyper-local level that could be created efficiently – and knew that building a team of marketing experts would not be cost effective.



How AdMax Local Helped

The AdMax Local platform automates paid search marketing at a local level. Automation of every aspect including ad creation, budget management and optimization removes the need to hire expensive skilled search experts. Paid Search is optimized locally and delivers higher revenue returns for their network of businesses each month.



The Result

From neighborhoods in New York to open spaces in Kansas, the success of their dream is now driven by Local Paid Search marketing. Online buyers search for products, transact online and local bricks and mortar stores fulfill the orders. Local businesses join their national network to get more buying customers locally. It is working and they are growing each month. Paid Search marketing is central to helping them to scale local business and realize their dream each day.

Executive Summary

Paid Search Marketing is a complex, dynamic environment that requires a high level of expertise and significant time to implement and optimize. Automation is the only answer for delivering results at the local level.



ROI and Future Plans

The company was able to launch campaigns within minutes, and add in new locations each month. Over the past year the AdMax Local platform has generated over 180% ROI for this client from both Google and Bing campaigns.

