Hawkins Home & Lawn has been a fixture in the communities of Mountain Grove and West Plains, Mo. since 1967. No stranger to advertising, the locally owned, family run business has done it all over the years, according to third-generation owner Devin Hawkins. From newspaper, radio and TV, to Facebook advertising, the independent retailer is also an early adopter of AdRocket Boost smart digital advertising.

Devin recalls, “When AdRocket came along, I pulled all my newspaper budget and put it into AdRocket because it was hands off—you give Retailer Web Services a budget and they just go to work on it, which I love.”

So, when Emily Goret, RWS digital advertising advisor on the AdRocket Boost team, invited Hawkins Home & Lawn to take part in a pilot program to add Google Shopping ads to their existing AdRocket text and display ad campaigns, Devin didn’t hesitate.

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AdRocket performance for Hawkins Home & Lawn has always been well above average, according to RWS Chief Growth Officer Adam Gilbert. He cites text Click-Through Rates (CTRs) at 4% and higher; display CTRs at nearly 1%; and Cost Per Click (CPC) under $2 for text ads and under $1 for all other categories.

By using AdRocket to launch Google Shopping campaigns, Hawkins saw significant increases in clicks and impressions, both year-over-year and compared to the previous time period. With Hawkins’ $2,343 ad spend during the pilot program, the integration of Google Shopping resulted in:

Concurrently, all participating retailers in the Google Shopping pilot program saw increases, including:

- Boosted impressions by **1,178,502**
- Increased clicks by **12,744**

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"We also saw over the phone sales increase a lot as well, where people would call and say they were looking at our website. They wanted to know if we had it in stock and how soon could they have it delivered?"