



AdRocket Boost Case Study: Hawkins Home & Lawn Cleans Up with Google Shopping



BACKGROUND

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."

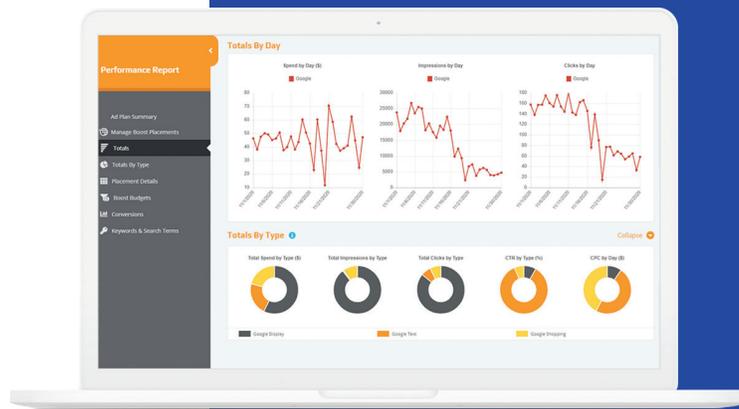
So, when Emily Goret, RWS digital advertising advisor on the AdRocket Boost team, invited Hawkins Home & Lawn to take part in a pilot program to add Google Shopping ads to their existing AdRocket text and display ad campaigns, Devin didn't hesitate.

"With AdRocket, we were already getting a lot of traffic to our website, so when Emily contacted me about adding Google Shopping—I mean, there's not a bigger name in digital marketing than Google—I jumped at it, gave her a budget and told her to run with it," said Devin.



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CHALLENGE

For Devin, advertising has always been "one of the hardest things for me to know what's working and what's not working." In 2018 as a new AdRocket customer, he could easily access analytics reports and monitor the effectiveness of the digital ads through the AdRocket app. Working closely with his digital advisor, Devin's initial AdRocket campaigns for Hawkins focused on Whirlpool family brands, leveraging buying group cooperative promotions, and eventually added Ashley Furniture.

At that time, Devin's preference was for customers to purchase in-store rather than online. However, two years and a global pandemic later, it became clear that consumers' preferences had changed. Shopping and purchasing online had accelerated; the Google Shopping-AdRocket integration pilot program came at a critical time—as did Hawkins participation in it as part of a select group of AdRocket customers.

SOLUTION

RWS ran the pilot program during Q2 and Q3 2020, expanding the AdRocket offering to launch Google Shopping, formerly Product Listing Ads. Google Shopping brings together product images, pricing and relevant alternatives displayed at the top of the search page, above text ads and organic results. Digital advertising advisors at RWS manage all the details to get retailers' products up and running on Google Shopping, which is separate from Google Ads and requires a Google Merchant Center Account.

"It's just effortless because RWS does all the work for you," said Devin. "We found that Google Shopping during the timing of the pandemic—during the whole retail climate in general geared towards online shopping—made a big impact on our website traffic and on our online orders. So not only did we see more traffic on our website, but we saw increased sales on our website."

The shopping ads focused on Whirlpool brands and Ashley Furniture, just as Hawkins' initial AdRocket campaigns did in 2018.



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RESULTS

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:

Boosted impressions by

1,178,502

Increased clicks by

12,744

Increased New Users,
Total Users and Sessions over **300%**

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

71% increase in
impressions

78% increase
in clicks

For Hawkins, Google Shopping-generated traffic to the website resulted in increased foot traffic in-store. "We also saw over the phone sales increase a lot as well, where people would call and say they were looking at our website," said Devin. "They wanted to know if we had it in stock and how soon could they have it delivered?"

In 2021, Devin increased his AdRocket spend to levels similar to his print ad spend over the last few years. "As our business has grown, our advertising budget grows as well. So, I'm taking that extra added budget and investing in digital advertising with AdRocket."