AUTOMOTIVE CASE STUDY

Car Wash Franchise: **Driving Store Visits**

Paid Search and Programmatic Display working together across a statewide franchise.

OVERVIEW

Client
Car wash franchise

Campaign length
Seven months

Geography
Multiple locations across one state

Total investment
$19,600

Products used
Search Engine Marketing (SEM) and Programmatic Display

OBJECTIVE

Reach new customers and bring more of them through the door at each location.



STRATEGY AND SOLUTIONS

We paired **Paid Search** and **Programmatic Display** to reach local drivers across the whole decision journey, from first awareness to the moment they searched for a car wash nearby.

Display kept the brand in front of relevant local audiences, while Paid Search captured people actively looking for car wash services in each location's area.

Throughout the campaign, we refined creative, targeting, and keywords based on live performance to drive more qualified traffic and conversions while keeping spend efficient.

RESULTS

200+
tracked store visits per month

2.4K
conversions

20%
conversion rate from visits

$14.4K
projected monthly revenue

WHY IT WORKED

- **Two channels, one journey:** awareness and high-intent search supported each other.
- **Local focus:** targeting stayed tight around each franchise location.
- **Ongoing optimization:** budget shifted toward what was converting.

Search finds the customer who is ready now. Display makes sure they already know your name. Want this approach for your locations? Let's talk.

Results from a single advertiser; individual results vary.