

MERCADÃO SUPLEMENTOS *case*



Ranked Number One Local Store on Google



PROJECT SUMMARY

- Mercado Suplementos is a chain of Brazilian stores in the supplementation sector, being the largest Supplements chain in Curitiba, with 5 physical stores and e-commerce.
- Client since August 2022;
- Google Ads Pro Package;
- Local Ad Management for 4 stores in the city.

OBJECTIVE

Mercadão Suplementos was expanding in the city (from one to five units). The brand mission was to become the number one ranked store at Google in the supplements niche thus strengthen brand's relevance in acknowledgement.



CHALLENGE



- 1.** Generate new leads to the new stores throught out search campaigns.
- 2.** Enhance Brand Awareness in the local Market.



THE SOLUTION

- 1.** Traffic directed to WhatsApp conversion destination in search network campaign.
- 2.** Performance Max for a targeted audience.



RESULTS



- More than **900** conversations started;
- 91.6%** in the Top Section;
- 40%** in the **1st Position** on Google;
- Average CTR of **5.59%**;
- Ranked 1st in volume of impressions** among the city's stores;
- 92% CPL reduction.**

