MERCADÃO SUPLEMENTOS Case

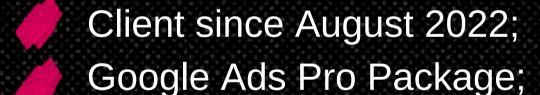


Ranked Number One Local Store on Google



PROJECT SUMMARY

Mercadão 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.



Local Ad Management for 4 stores in the city.



OBUECHVE

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 aknologement.

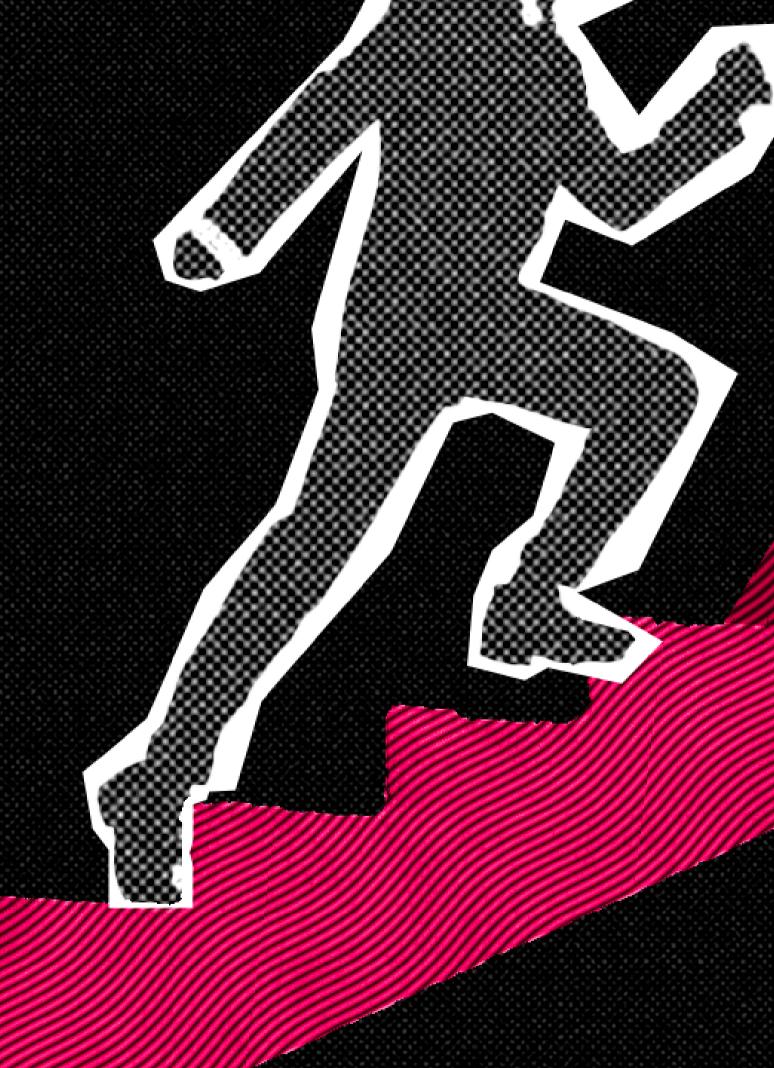




CHALLENGE

Generate new leads to the new stores throut out search campains.

2 Enhance Brand Awareness in the local Market.

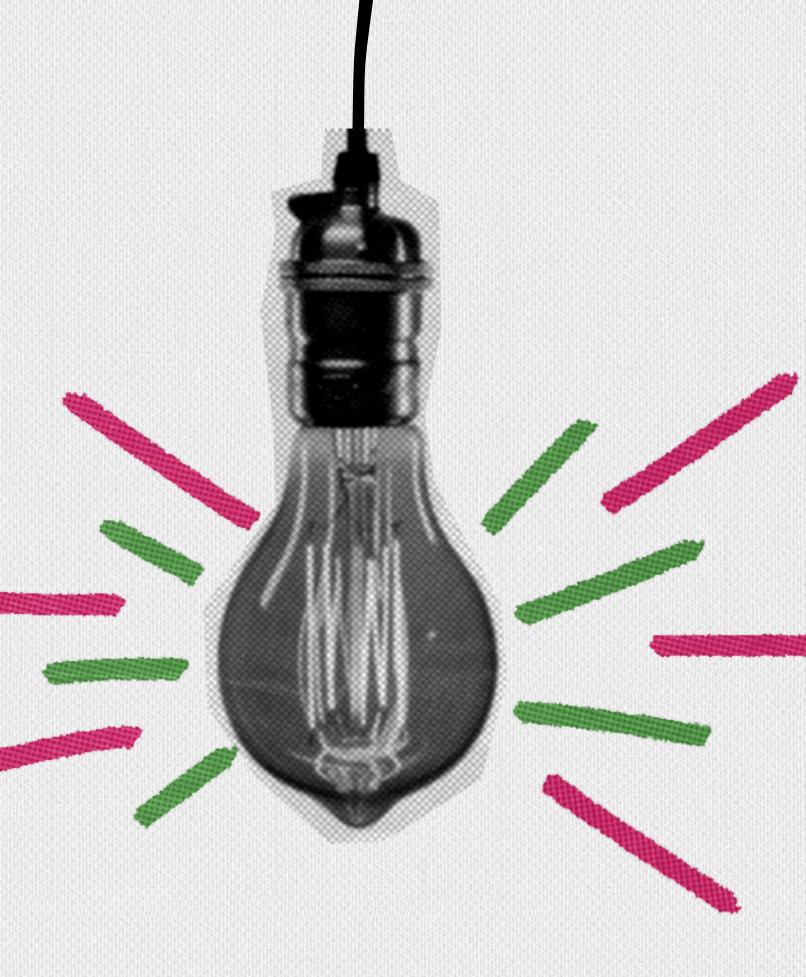




THESOLUTION

Traffic directed to WhatsApp conversion destination in search network campaign.

2 Performance Max for a targeted audience.







- 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.

