



Case Study

Client: BISSELL Rental

Channels: Paid Search & Social Media

CASE STUDY

BISSELL Rental – Big Green Carpet Cleaner Rental

BISSELL® Big Green® carpet cleaners are available for rent in thousands of retail locations across the US & Canada including Ace Hardware, Big Lot's, HEB, Lowe's, Meijer and PetSmart. The carpet cleaning market is very competitive with a wide range of carpet cleaning solutions that include Rug Doctor, the long standing rental machine provider, professional service companies and retailers offering machines for purchase.

Challenge

BISSELL Rental was a successful business unit when we were introduced in 2015 by one of our key agency partners, Blue Flame Thinking. They had been active in Paid Search but felt that they had out-grown their current media agency relationship and wanted to find a partner that could help them grow and better navigate the competitive landscape.

Solution

Once we fully understood the client's business model, the rental process from the consumer standpoint and competitive marketplace we got to work. The first step was optimizing and re-organizing the search effort to allow for better budget allocation, eliminate bidding against ourselves and focus exposure to rental-based queries. We also began testing new ad copy that closely aligned with search queries and rolled out a comprehensive suite of ad extensions.

The second phase was helping them increase brand awareness and generate more rental volume during the peak Summer and Holiday months. To achieve this we built a strategic social media campaign, taking advantage of the robust targeting capabilities and impactful ad units of Facebook & Instagram.

Results

Right out of the gate we were able to generate significant improvement in Paid Search, in year one conversion rates were up 30% and cost per conversion dropped significantly. We are now in our fifth year with this campaign and registering gains each year. The additional social media campaigns have also been a success. We know we are reaching qualified consumers as the campaigns drive both healthy engagement rates and generate cost efficient conversions.

“SYNERGi Media has been a strong media partner. They work with us to share information in a timely manner, suggest updates to make campaigns stronger over time, and they exceed our KPI expectations year after year. We appreciate their perspective and industry knowledge, and are confident in following their recommendations.”

Becky Neibarger

Associate Marketing Manager - BISSELL Rental