



An industry-leading store locator
for CPG brands around the U.S.

Paid Media Case Study - 12 Months

CPA dropped from **\$709.95** to
\$356 while scaling from **17** to
85 appointments

+400%
INCREASE IN
BOOKED DEMOS



About Where To Buy

Where To Buy is an industry leading store locator for CPG brands all across the U.S. They utilize robust on-shelf store data to power a variety of tools that shorten the path to purchase for consumers, and provides brands with important data intelligence to inform sales and marketing decisions.



The Challenge

When we began working with Where To Buy, they were facing significant hurdles in their customer acquisition strategy. The company was grappling with prohibitively high acquisition costs of \$600 per appointment, severely limiting their growth potential.

Monthly conversion volumes were stagnant at just 1-2 appointments, making it difficult to generate meaningful revenue or market presence. Operating in an extremely competitive market dominated by established players with deeper pockets, they found themselves at a distinct disadvantage.

Their limited budget put them at odds with market leaders who could afford to outspend them consistently. Additionally, the high cost-per-click rates across product locator software keywords meant that every marketing dollar had to work exceptionally hard to deliver results. These combined factors created a pressing need for a strategic overhaul of their acquisition approach.

The Solution

To transform Where To Buy's digital presence in the product locator software space, we implemented a comprehensive, data-driven approach targeting enterprise brands and retailers. At the core of our strategy was a sophisticated dual-campaign structure that separated general prospecting efforts from competitive conquering.

This allowed us to fine-tune our messaging for brands seeking to improve their store locator and product finder capabilities. We created laser-focused ad groups specifically tailored to major e-commerce platforms like Shopify and WordPress, recognizing that brands on these platforms often struggle with out-of-the-box store locator solutions. The campaign architecture was further enhanced by developing industry-specific targeting segments, with particular emphasis on CPG and Omni Channel retailers who needed to bridge the gap between online discovery and in-store purchases.

Our positioning strategy was meticulously crafted to position Where To Buy as a premium alternative to basic store locator tools. We maintained consistent 70-90% top-of-page rates to ensure maximum visibility to decision-makers searching for enterprise-grade solutions. Rather than pursuing an unsustainable "always first" approach, we strategically balanced aggressive positioning with cost efficiency, continuously testing and optimizing ad positions that drove qualified enterprise leads. Through careful impression share management, we were able to maintain strong market presence during key business hours while scaling back during less productive periods.

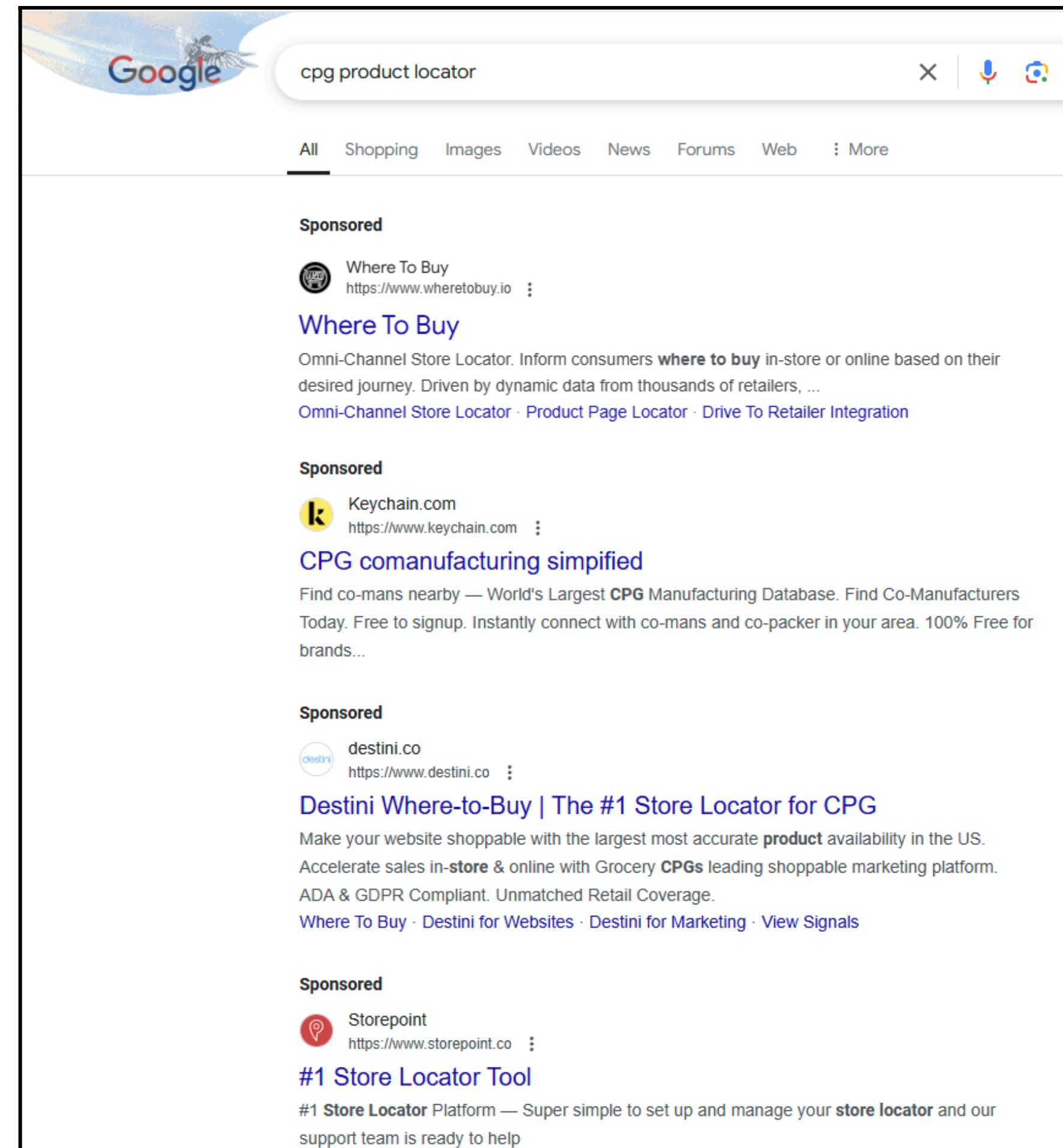
Google Ads

Campaign Structure

- Implemented dual campaign strategy targeting both brands seeking store locator solutions and those using competitor software
- Created platform-specific campaigns for enterprise e-commerce solutions
- Developed vertical-focused ad groups targeting high-value industries (CPG, Retail, Manufacturing)
- Strategic competitor targeting focusing on brands outgrowing basic store locator tools

Position Strategy

- Maintained 70-90% top-of-page rates for high-intent product locator keywords
- Optimized bidding strategy to capture decision-maker search terms
- Prioritized ad positions during peak B2B research hours
- Strategic impression share targeting on enterprise-level search terms



The screenshot shows a Google search for "cpg product locator". The search bar is at the top with the Google logo. Below the search bar are navigation tabs: All, Shopping, Images, Videos, News, Forums, Web, and More. The search results are categorized as "Sponsored".

Sponsored
Where To Buy
<https://www.wheretobuy.io>
Where To Buy
Omni-Channel Store Locator. Inform consumers **where to buy** in-store or online based on their desired journey. Driven by dynamic data from thousands of retailers, ...
[Omni-Channel Store Locator](#) · [Product Page Locator](#) · [Drive To Retailer Integration](#)

Sponsored
Keychain.com
<https://www.keychain.com>
CPG comanufacturing simplified
Find co-mans nearby — World's Largest **CPG** Manufacturing Database. Find Co-Manufacturers Today. Free to signup. Instantly connect with co-mans and co-packer in your area. 100% Free for brands...

Sponsored
destini.co
<https://www.destini.co>
Destini Where-to-Buy | The #1 Store Locator for CPG
Make your website shoppable with the largest most accurate **product** availability in the US. Accelerate sales in-**store** & online with Grocery **CPGs** leading shoppable marketing platform. ADA & GDPR Compliant. Unmatched Retail Coverage.
[Where To Buy](#) · [Destini for Websites](#) · [Destini for Marketing](#) · [View Signals](#)

Sponsored
Storepoint
<https://www.storepoint.co>
#1 Store Locator Tool
#1 **Store Locator** Platform — Super simple to set up and manage your **store locator** and our support team is ready to help

GOOGLE ADS RESULTS

+400%

Appointments

-13.2%

Cost/Appointment

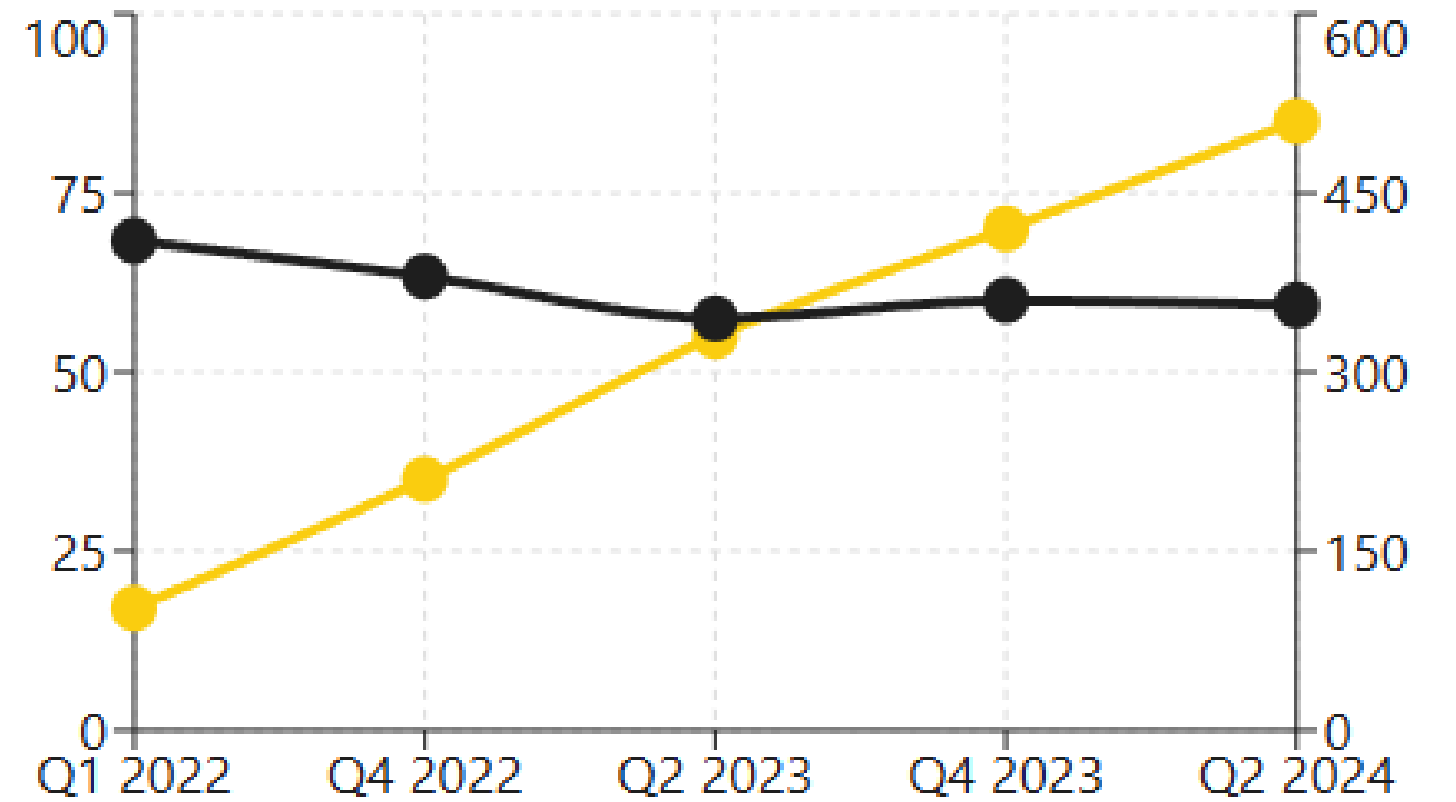
9.9%

Click Rate

72.5%

Top Impression

Growth Trajectory



STRATEGIC INSIGHTS

Budget Allocation

Strategic investment in high-performing general store locator terms combined with targeted competitor campaigns drove efficient scaling.

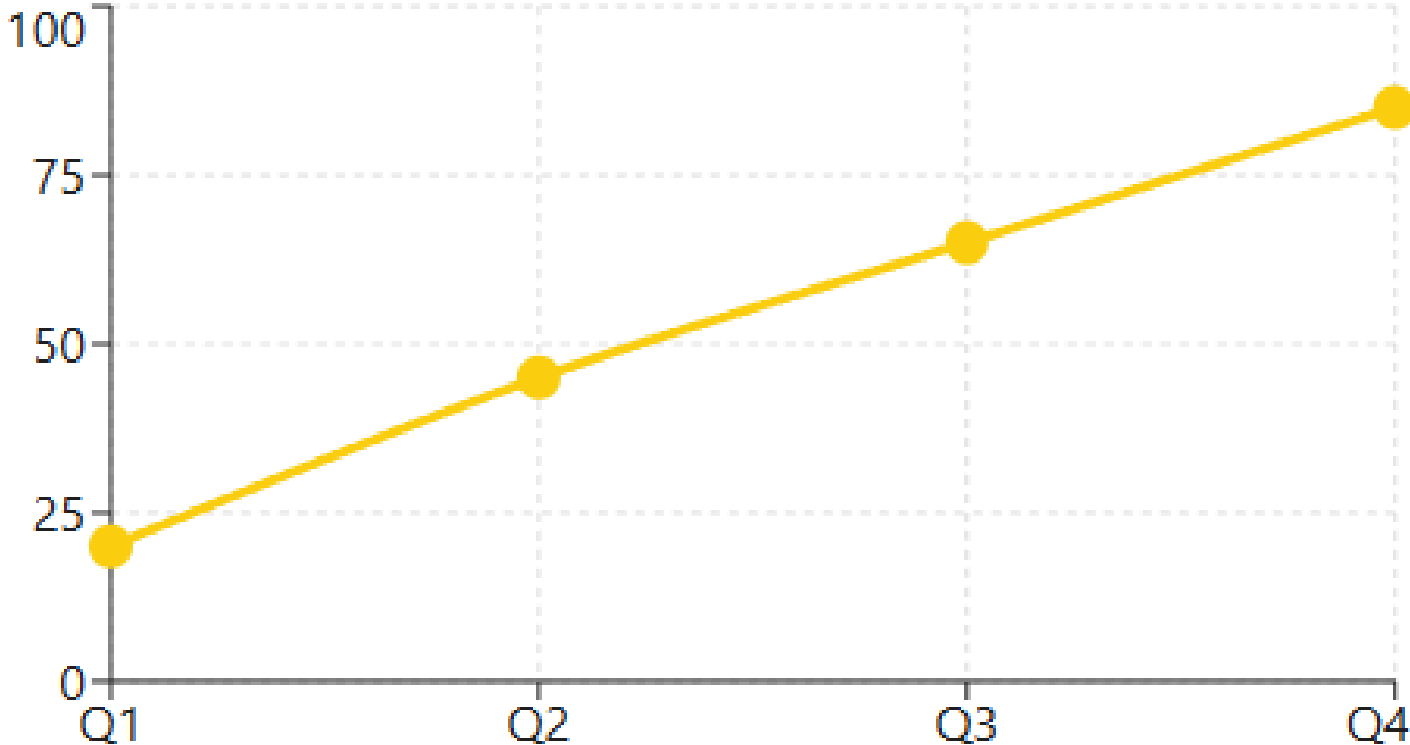
Campaign Diversification

Multi-layered approach combining exact match, platform-specific, and industry targeting enabled precise control.

Position Strategy

Balanced approach to ad positioning achieved strong visibility while maintaining efficient CPCs.

Performance Growth



72.5%

Top Impression Share

9.9%

Click-Through Rate

-13.2%

CPA Reduction

gimme the
LEADS



Let's Connect

Get more consistent qualified traffic, leads, and sales than you ever thought possible! Tell us about your goals, and we'll show you how. Gimme is more than a marketing agency, we are the engine of growth for your business.



sales@gimmethleads.com

gimmethleads.com

