

«The AdWords experts and software engineers at Webrepublic found a pragmatic digital solution in a very short time.»

**David Burst,
Media Project Manager,
Federation of Migros Cooperatives**

Tens of thousands of satisfied Migros customers – thanks to 3,000 automatically generated ads



Webrepublic developed a solution for Migros to indicate correct store opening times in AdWords.

Every day, Migros customers search for the opening times of more than 650 branches on Google, usually on their smartphone while they are out and about. By default, Google shows the opening times of the closest branch in AdWords ads. But what happens if someone in Zurich wants to find the opening times of a Migros store in Rapperswil?

The software engineers at Webrepublic found a way to show users up-to-date information that they are actually looking for in automatically generated AdWords ads – and at the same time created a system that ensures data quality. **Thanks to Webrepublic, tens of thousands Migros customers can now find correct opening times of the required Migros branch**, regardless of their location.

The increased relevance of the ad texts led to 80% more impressions and a simultaneous reduction in costs: thanks to the highly relevant ad texts, most users do not even have to click on the ad for the information they are seeking. This led to a **25% reduction of the CTR and increased efficiency**.

Watch the case study film here: <http://wbrp.li/28M5I4E>.

Services rendered:

- ★ AdWords
- ★ Software engineering

MIGROS

Company facts

Sector: Retail
Employees: 97,456 (2014)
Sales: CHF 27,292 million (2014)
Established: 1925
Webrepublic customer since 2011
Website: www.migros.ch



Project overview

Background

- ★ Every day, Migros customers search for the opening times of more than 650 branches on Google.
 - ★ Searches are usually conducted on a smartphone while out and about.
 - ★ By default, Google shows the opening times of the closest branch in AdWords ads.
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Goals

- ★ To enable Migros customers to find the correct opening times of the required Migros branch with AdWord ads quickly and easily, regardless of their location.
 - ★ The solution should be cost-effective and easy to implement.
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Measures

- ★ The software engineers of Webrepublic developed two scripts:
 - ★ The first automatically creates an extensive set-up in AdWords that ensures that the information on the branch the user requires (and not the nearest branch) is displayed
 - ★ The second script automatically generates 3,000 up-to-date AdWords ad texts with accurate opening times of Migros stores every day.
 - ★ With integration of Google Maps, users can start the navigation to the relevant branch with just one click.
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Results:

- ★ **Relevance:** With over 3,000 automatically generated ad texts, tens of thousands of Migros customers – more than 60,000 on peak days – find the correct opening times of the Migros store they are looking for.
- ★ **Visibility:** The increased relevance of the ad texts led to 80% more impressions.
- ★ **Efficiency:** Thanks to the highly relevant ad texts, most users do not even have to click on the ad. This led to a 25% reduction of the CTR and increased efficiency.



«Searches for the opening times of Migros stores are now displayed correctly at all times and have led to more customers visiting our stores.»»

**David Burst,
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