



**CLICK
SQUAD**

Choices Flooring

Case Study

The Client:

Choices Flooring

Australia & New Zealand

Objective:

Leads such as Quotes, Calls,
Store Visits & Emails



- • Choices Flooring are arguably one of Australasia's most forward-thinking retail floor coverings group and are a dominant presence in the Australian retail sector. Having started from a humble beginning, Choices Flooring began as a select group of Victorian furniture retailers looking to increase the effectiveness of their business when facing increasing competition from larger franchises and organisations. In turn, the association Newfurn Floor Coverings Ltd was created. In 1993, just 30 years later, their new brand Carpet Choice was launched, and since this brand has been updated, Choices Flooring has 140 stores across Australia and more recently launching into the New Zealand market with 5 stores.

The company helps to design a whole host of interior spaces for customers, and the many elements this entails. Having embraced the latest developments in interior product design and materials from flooring to blinds, Choices Flooring's newest store layouts incorporate the latest touch-screen technologies and customers can see first-hand how products will look using the company's **RoomView** service on their phone, tablet or computer.



The Problem



We were looking to increase our online leads and online and offline measurable conversions, given the investment we were allocating to our digital presence, and also wanted to improve the accuracy of our analytics to share with the stores.

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And with the emphasis on online local area marketing, we wanted to develop a better way in which the share of the national Google Adwords budget was being spent amongst our metropolitan and regional stores.



Ingrid Powell

Digital Manager
of Choices Flooring states

The Solution

Click Squad started working with Choices Flooring on March 7, 2020, and since then, they have seen impressive changes and results. First and foremost, we restructured their Google Ads campaigns, siloing them by populations and regions as well as segmenting by product type, such as flooring and blinds.

We also turned off non-measurable conversion goals, which were over-inflating conversion rates. Instead, we have focused on only recording conversions that represent a more concrete lead with greater ROI potential, including free measure & quotes, phone calls, emails and store visits. Since doing so, we have been able to reduce the cost per click from \$1.30 to \$1.06, which works out at around a 20% reduction.

In June, there were over 2,000 calls from Google Ads to Choices Flooring stores. This works out at a 7x increase in the number of calls to their stores over the past four months in comparison to the marketing activity of the previous SEM consultant. There has also been nearly a 100% increase in click conversions since March 7, 2020, when we started working Choices Flooring.

Choices Flooring have been extremely satisfied with the action taken by Click Squad, and are very happy with the resulting improvements to their business.





425 Smith St, Fitzroy, VIC 3065
(03) 9052 5599

