

## Call extensions allow Primrose Schools to increase conversions by 70%



### About Primrose Schools

- Leader in early childhood education and child care services
- [www.primroseschools.com](http://www.primroseschools.com)

### Goals

- Drive more search traffic to websites and provide users with more ways to connect
- Realize better return on online marketing investment

### Approach

- Connected with a Premier SMB Partner to optimize accounts
- Employed ad extensions on mobile and desktop

### Results

- Increased CTR by 121% on mobile devices after implementing call extensions
- Improved mobile device conversions by 70%

With more than 220 schools across 17 states, Primrose Schools has emerged as a leader in early childhood education and child care services for 30 years. And though traditional advertising has long been the preferred method in the industry, Primrose Schools' Marketing Director Rita Conerton recognizes online marketing as an increasingly valuable and cost-effective tool.

"We know that online search is a growing platform that brings parents to us," Rita says. Through online marketing, Primrose Schools hopes to not only improve lead generation, but also incorporate the latest online marketing strategies. Just last year, Primrose Schools partnered with a Google AdWords Premier SMB Partner to meet these goals.

### Call Extensions create 121% lift in CTR on mobile devices

Since reaching more parents and increasing call volumes were some of Primrose Schools' top priorities in strategizing for online advertising, ad extensions seemed a likely candidate for implementation – and not surprisingly, they proved an immediate success.

Rita says the bottom line is simple: "Integrating ad extensions gave us more opportunities to drive traffic to our pages. It gives the searcher more opportunities to find you in the format that works for them, whether that's clicking a link or clicking on your phone number." While impressions remained constant, click-through rate improved by 121% on mobile devices when showing mobile users a phone number via call extensions. Primrose Schools was also able to meet its lead generation goals, as conversions jumped by 70%.

Additionally, Primrose Schools extended its ads by showing sitelinks, driving users directly to relevant pages within their website, thus helping Primrose to attract and convert higher quality site traffic. Following the implementation of sitelinks to their campaigns, conversions improved by one-third. And once location extensions were activated, pinpointing individual campus addresses, CTR increased by almost 30%. Due to the implementation of ad extensions, cost per click dropped by about \$0.30 on all campaigns.

### Long-term strategy keeps ad extensions top of mind

Rita describes ad extensions as a "vital part of our marketing strategy moving forward," and notes they are just one example of innovative online strategies companies like Primrose Schools need to stay ahead of the competition.

As the leader in early childhood education, Primrose Schools wants to use leading technology to better serve parent's needs. Primrose is now working with its Premier SMB Partner to identify other online tools and strategies that can be used to make more parents aware of their business.

"Whether that's video or something else – anything to extend our online presence," Rita says. "There are a lot of online opportunities out there that integrate with pay-per-click and our website. It's just a matter of going out and finding them."

