

Julian Bakery used the Google Display Network to increase conversions by 35% and increase impressions by 330%



About Julian Bakery

- www.julianbakery.com
- La Jolla, CA
- Makes low carb, gluten free, vegan, and other specialty bread

Goals

- **Increase online conversions:**
Drive relevant traffic to Julian Bakery's online store
- **Increase in-store conversions:**
Promote Julian Bakery's products to a relevant, local audience
- **Increase impressions:** Drive brand awareness online

Approach

- Used placement targeting to run ads on specific, relevant websites
- Used geo-targeting to focus on areas with in-store sales

Results

- Increased conversions by 35%
- Increased impressions by 330%
- Comparable CPA to search

Founded in 1990 by Barbara Squier, Julian Bakery specializes in producing low carb, vegan, and gluten free breads. The company prides itself in producing breads that are nutritious, organic and easy to digest.

Trying Display

When Heath Squier, head of marketing at Julian Bakery, began looking to expand his online marketing campaigns, he soon discovered the Google Display Network.

"We are always looking for new ways to reach more customers," says Heath. "Many of our customers research our bread online before making an in-store purchase, so having a large online presence is very important to us."

Placement targeting on the Google Display Network allow you to select specific sites where your ads can show, and geo-targeting allows you to show your ad only to specific geographic areas. With these options, Heath could expand the reach of his online campaigns to a relevant, local audience.

"With placement targeting, I can focus my campaign spend on the most effective websites. And geo-targeting lets me spend more in areas where we have in-store locations," added Heath. "We can have a national presence, but still target our campaigns on a local level."

Results

Julian Bakery saw results quickly on the Display Network. Conversions increased by 35%, while impressions increased by 330%.

"The stores we sell in are telling us, 'I don't know what you're doing, but it's working,'" joked Heath. "They have customers coming in specifically looking for our breads, and they can't believe how effective our marketing has been."

In the three years that the company has been advertising with Google, Julian Bakery has grown from 10 to 35 employees, and revenue more than doubled last year.

"Google advertising has been key to our success," said Heath. "It's helped us achieve significant growth, and will be an integral part of our future marketing campaigns."