## Increase sales online and in stores: Julian Bakery

the display ads, which incited

them to buy.



This strategy is ideal for any company that needs to drive sales both online and offline.

## **How Google Display** What Julian Bakery did Network helped Julian Bakery created an image The display ad builder Julian 🧈 Bakery ad with their bread and their allows you to use existing logo so consumers would assets, like a logo, to create recognize their logo in stores. an image ad in minutes. Display ad builder The contextual targeting tool Julian Bakery chose automatically displays ads on pages relevant keywords like low where people are reading about carb and fitness. and researching relevant topics. Contextual targeting Alabama Julian Bakery chose to **display** Arizona **Geo-targeting** makes sure their ads in states and cities Arkansas where their bread was sold, ads show up only in locations California ensuring that people who saw the you choose. ads could walk in and purchase. **Geo-targeting** Julian Bakery Customers bought bread on the Google Display Network website, or they searched for a brings customers to your distributor using Julian Bakery's website to purchase or find store locator. a store near them. Click to purchase Store locator Julian Bakery was **able to track** Using conversion tracking, how many people saw their ads, Google Display Network tracks clicked on them and bought their online sales from click to bread online. purchase so you can optimize your spend. Conversion tracking When a customer saw Julian Display ads raise awareness, Bakery bread in a store, they leading customers to search for often recognized the logo from

In-store purchase



your company more often and

recognize your brand.