



Client Profile

Gordon Food Service is a North American food service distributor that supplies food service delivery customers (restaurants, hospitals, and health care facilities) with high quality food service products and services.

“In initial conversations with Blast Analytics & Marketing I quickly realized that they understand Google Analytics thoroughly, but more importantly, also how to apply and interpret the data in an actionable way.”

Blast quickly learned needs specific to our business and now regularly provides insights on setting goals, prioritizing work, and sharing ideas regularly on how to better position our content and brands online.”

Matt Jansen
Web Marketing Supervisor



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PPC Account Revamp & Ongoing Optimization Yields 109% Increase in Leads

Overview

Gordon Food Service had been utilizing Pay-Per-Click advertising, however, the results weren't meeting expectations.

Challenge

The previous agency was running Google AdWords campaigns that did not perform efficiently or at scale. Furthermore, the ability to make data driven decisions based on user location, device, and other factors was lacking due to the account structure.

Solution

Blast restructured Gordon Food Service's pay per click account so that it provides the ability to make optimizations aligned with the constantly changing customer behaviors in different markets and geographies.

Recognizing that the company offers services to potential customers from various markets and stages of the buying cycle, Blast knew it was important to develop structure and strategies that reflects this. Consistent ad copy testing, keyword analysis, and segmentation have led to a substantial increase in leads that are valuable to the company.

Results

In the 4 months since Blast Analytics & Marketing took over the account, Blast was able to increase the number of Google AdWords leads by 109% while also lowering the cost per conversion by 57%.



“We now rely on them regularly to help us maximize our investment in digital marketing.”

Matt Jansen
Web Marketing Supervisor