



About

Oxi Fresh is a leading commercial and residential carpet cleaning franchise with 300+ locations across the United States and Canada. Locations rely heavily on Google Search Ads to drive new business. Adplorer has provided a solution harmonizing the local campaigns and measuring local ROI, helping Oxi Fresh monitor and improve the return on Google Ads.

The Challenge

With hundreds of local PPC campaigns, Google Search Ads account for 20% of Oxi Fresh's website visitors. Previously, Oxi Fresh was unable to gauge the success of the campaigns. It was difficult to compare local campaigns that often used different keywords, and sales conversions could not be attributed correctly to the PPC campaigns because of a missing integration between Google Ads and the custom Oxi Fresh CRM. This led many franchises away from PPC because it was unclear if they were hitting their goal of a 3:1 return.

The Approach

First, Adplorer harmonized all local PPC campaigns by basing them on a common master template. Then, an API integration between Oxi's CRM system and the PPC campaigns was put in place, thus finally attributing sales and leads correctly to each campaign and keyword. Now, data can be shared meaningfully between local campaigns and struggling locations like San Diego can learn from high performing locations like Pittsburgh. In addition, campaigns are optimized based on ROI results as keyword results are aggregated across locations leading to more robust statistics used for optimization.

The Results

Oxi Fresh PPC campaigns now exceed their ROI goals and reach an average 4:1 return. Quality Scores have improved due to bulk modification of the local campaigns, and each franchise can now see the value of Google Search Ads in driving sales for their business.

16%
Improvement in
Quality Score



4:1
Average
Returns



\$200k+
Monthly
Sales



Jonathan Barnett, CEO

“With the help of Adplorer we finally have the transparency allowing us to really judge the bottom line contribution of each campaign. Now can we start to really make educated investment decisions and ignite our business towards even higher growth. I am recommending to all of my franchisees to use this service.”

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