Maximizing efficiency; how smart data-driven campaigns made the entire organization of RRS 20% more effective

Friends of Search 2023.

RRS
Riool Reinigings Service

FRIENDS OF SEARCH
BY DDMA iab

Introduction

Gerdo Wolbers
Marketing manager at RRS

Dennis Westerbeek
SEA specialist at RRS

Business organization

Riool Reinigings Service (RRS) is the **specialist for sewage systems.** RRS is market leader in the Netherlands with 12 branches and over 300 service engineers.

An important part of our service is optimal accessibility & availability. RRS works for this with telephone operators who schedule service engineers per region. It is also possible to schedule an appointment on the website.

RRS
Riool Reinigings Service

Business challenges

1. Targeting our preferred audience with our ads.

2. Spending media budgets only on locations and times that best match the work inventory and need.

3. Reducing carbon footprint by optimizing driving time of our service engineers.

Our main goal is using marketing budgets more efficiently and targeted in order for RRS to better carry out its work.

Objectives

RRS faced two problems that needed solving:

1. Making sure as little budget and clicks as possible go to postal codes of rental properties.

1. Using the already scarce number of service engineers as efficiently as possible.

In addition, RRS aims for a healthy annual growth of **10%** in a competitive and saturated market with a large share of unscrupulous companies.

Strategy

5 steps

Location targeting based on CBS data **1**

Optimization appointment module **2**

Owner-occupied home zip code identification based on own data **3**

Owner-occupied homes pixel optimization **4**

Capacity Optimization Script **5**

Location Targeting

Based on CBS data.

RRS
Riool Reinigings Service

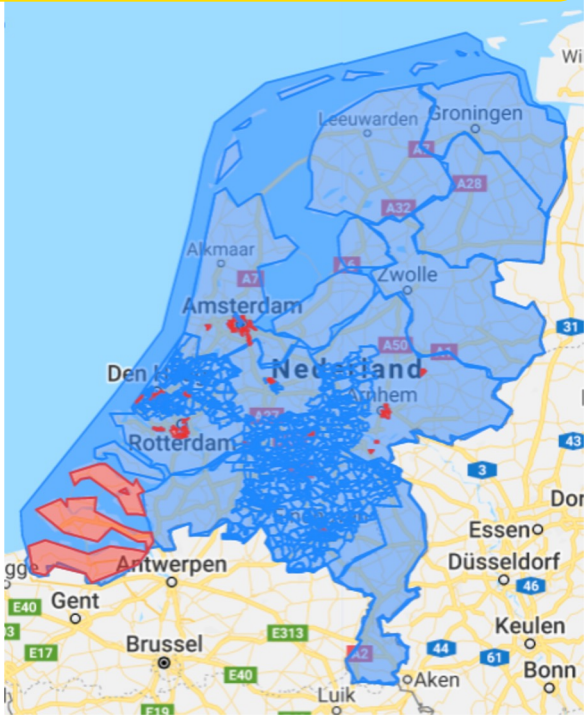
FRIENDS OF SEARCH
BY DDMA iab

Location targeting using CBS data

The first step in minimizing rental property postcodes in campaign targeting has been resolved by importing CBS data (Central Bureau for Statistics).

This excludes postcodes where at least **80%** of the properties are rental properties.

		Inwoners		
		Totaal	Eigendom	
Postcode-4 PC4	Google	Totaal INWONER	Huurwoning P_HUURWON	Koopwoning P_KOOPWON
Code	Google	*x1*	%	%
1012	1012	8235	80	20
2521	2521	9645	80	20
3034	3034	11425	90	10
1079	1079	14670	80	20
1061	1061	14790	80	20
2516	2516	10305	80	10
1076	1076	11230	80	20
1062	1062	11960	80	20
1095	1095	13340	80	20
1097	1097	14055	80	20
3072	3072	15585	80	20
3071	3071	19445	80	20
2533	2533	7130	90	10
1065	1065	12100	80	20
3075	3075	13320	90	10
1064	1064	16945	80	20
5612	5612	11490	80	20
6511	6511	10580	80	20
3563	3563	7285	80	20
3561	3561	9055	80	20
2037	2037	8460	80	20
6811	6811	5695	80	20
2542	2542	10405	80	20
3029	3029	3200	80	20
1102	1102	24275	80	20



Optimization appointment module

Improving CVR and reducing phone calls.

RRS
Riool Reinigings Service

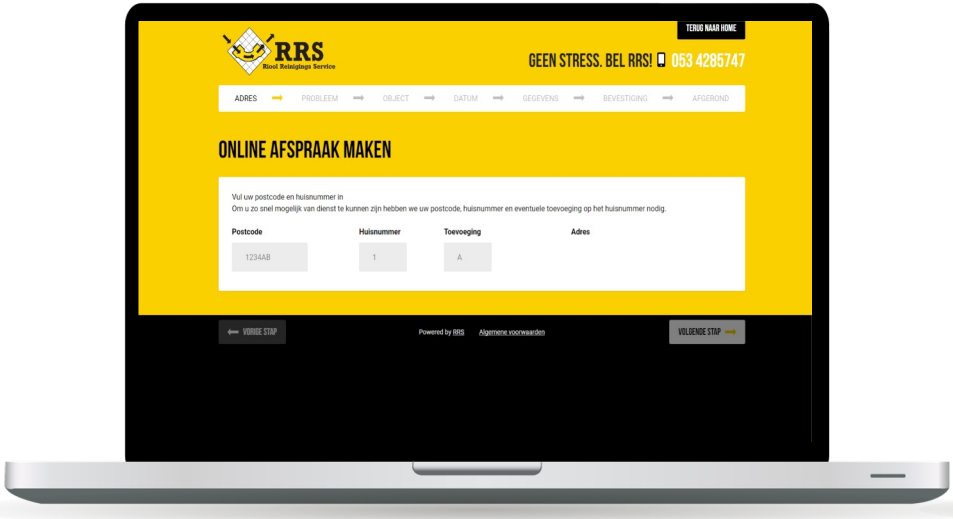
FRIENDS OF SEARCH
BY DDMA iab

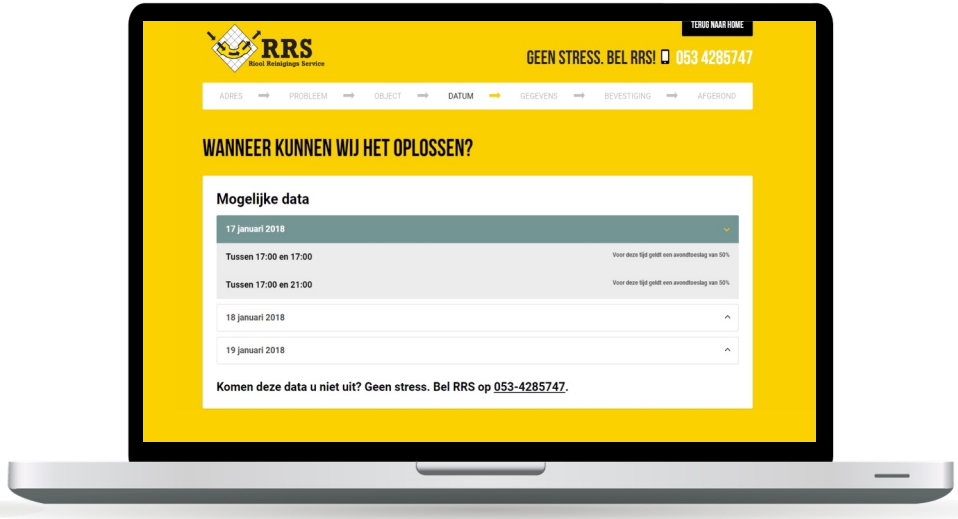
Appointment module

Goals for the new appointment module:

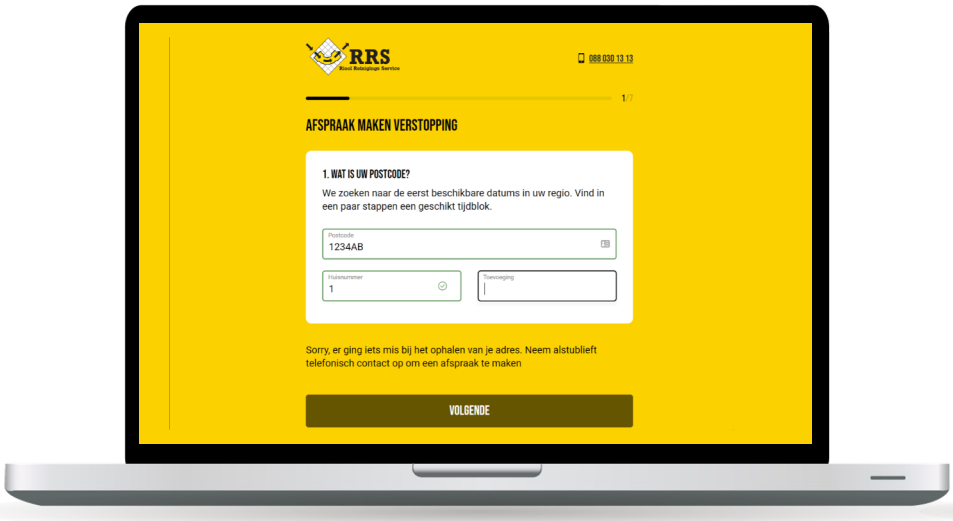
1. Better attuning demand to (local) capacity
2. Encouraging the use of the online module instead of making appointments by telephone
3. Achieving better use of the advertising budget by collecting the right data

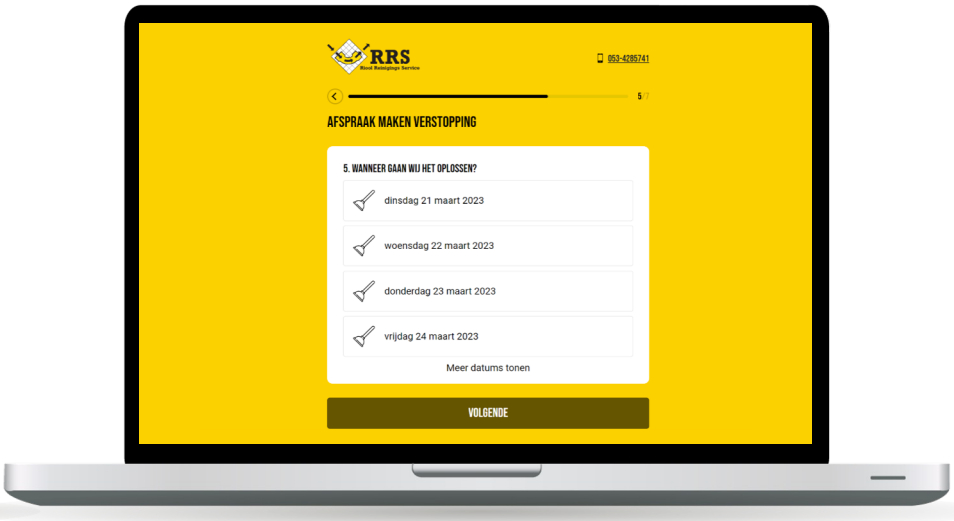
Old appointment module





New appointment module





Use of CRO for appointment module

The front-end of the existing appointment module has been completely redesigned.

- The bottlenecks in the old module were identified and appropriate solutions were devised.
- To make the module more attractive than calling, it had to be fast and easy to use. A user test (eye-tracking) was conducted during the construction of the module to validate the ideas.

53% Higher conversion rate

Owner-occupied home zip code identification

Based on own data.

RRS
Riool Reinigings Service

FRIENDS OF SEARCH
BY DDMA iab

Effective data

The postal code location in the appointment module is matched with RRS' own dataset to determine whether it is a purchased or rented property.

This data is then pushed through the data layer, allowing us to distinguish between rental and purchased properties. See "cash," which stands for purchased properties.

15 postcodeCheck flat json


```
{
    "event": "postcodeCheck",
    "contractType": "Cash",
    "contractTypeName": "Contant",
    "postalCode": "7609RD",
    "postalNumber": "10",
    "gtm.uniqueEventId": 22
}
```

Owner-occupied pixel optimization

Based on own data.

RRS
Riool Reinigings Service

FRIENDS OF SEARCH
BY DDMA iab

Feeding algorithms with qualitative data

When determining the strategy, we considered options that could solve these issues while optimizing the algorithms of Google and Microsoft.

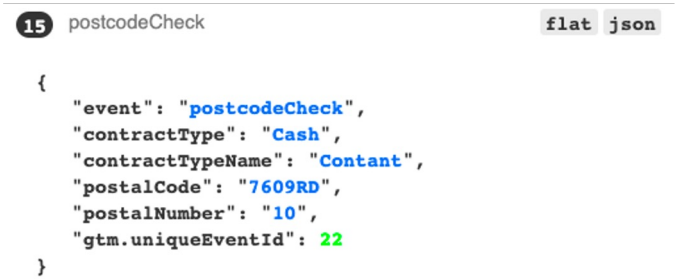
Because we can recognize purchased and rented properties from the data layer, we are able to create separate pixels for each type of property.

Experiment

After creating two separate pixels for each type of property, we set up an experiment.

We tested the existing conversion pixel (which includes all appointments, both rental and purchased) against the new conversion pixel targeted at purchased properties.

The result was a remarkable **14% lower CPA** for the campaign focused on the purchased property pixel!



Capacity optimization script

Based on own data.

RRS
Riool Reinigings Service

FRIENDS OF SEARCH
BY DDMA iab

Ads based on availability service engineers

There is a real-time connection with the service engineers’ schedule, which uses the 'Capacity Optimization Script' to optimize automatic targeting of postal code areas based on capacity planning every hour. This provides:

- a solution to the underutilization of the number of service engineers.
- the opportunity to do more work with the same number of service engineers.
- the opportunity to reduce the time spend on the road.

Ads based on availability service engineers

A	B	C	D	E
Vestiging	Rayon	Postcode	AantalMonteurs	Waarde
Rotterdam	12-Barendrecht,Albrandswaard	2990	2	9(
Rotterdam	12-Barendrecht,Albrandswaard	2991	2	9(
Rotterdam	12-Barendrecht,Albrandswaard	2992	2	9(
Rotterdam	12-Barendrecht,Albrandswaard	2993	2	9(
Rotterdam	12-Barendrecht,Albrandswaard	2994	2	9(
Rotterdam	12-Barendrecht,Albrandswaard	2995	2	9(
Rotterdam	12-Barendrecht,Albrandswaard	3160	2	9(
Rotterdam	12-Barendrecht,Albrandswaard	3161	2	9(
Rotterdam	12-Barendrecht,Albrandswaard	3162	2	9(
Rotterdam	12-Barendrecht,Albrandswaard	3165	2	9(
Rotterdam	12-Barendrecht,Albrandswaard	3170	2	9(
Rotterdam	12-Barendrecht,Albrandswaard	3171	2	9(
Rotterdam	12-Barendrecht,Albrandswaard	3172	2	9(
Rotterdam	12-Barendrecht,Albrandswaard	3176	2	9(
Rotterdam	12-Barendrecht,Albrandswaard	3190	2	9(

Google Ads

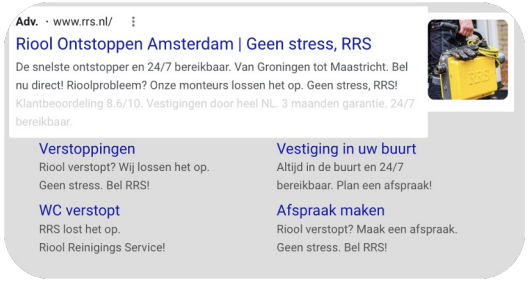
Custom Made Google Ads Script

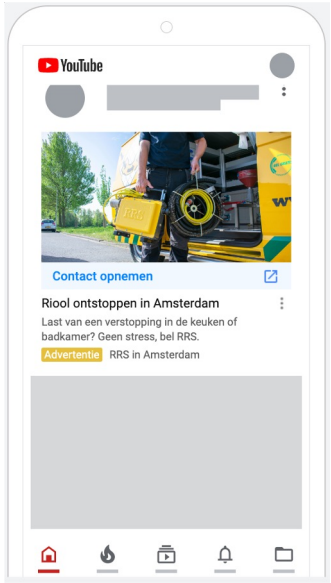
```
function main() {
  var stores = getStores();
  var rentals = getRentals().flat();
  var coordinates = getCoordinates();

   var allAddLocations = [];
   var allDelLocations = [];
   var allAddProximities = [];
   var allDelProximities = [];

   stores.filter(function(store){return store.store != "Vestiging"}).forEach(function(store){
```

Local ad copies





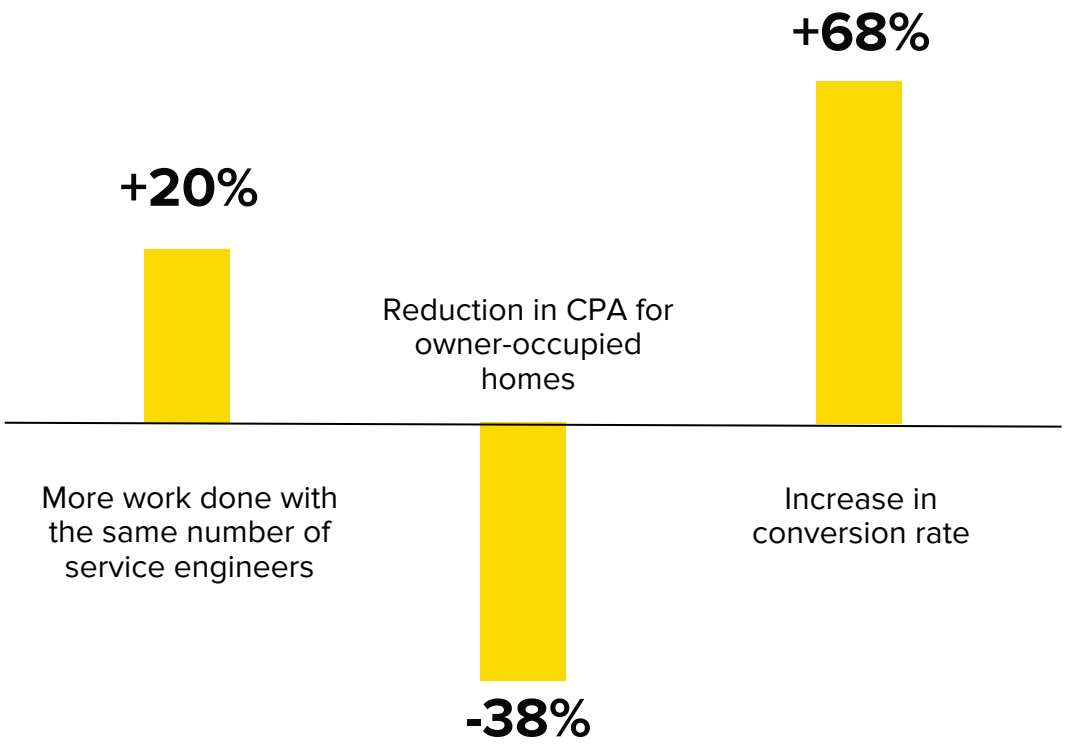
Goals & Results for RRS

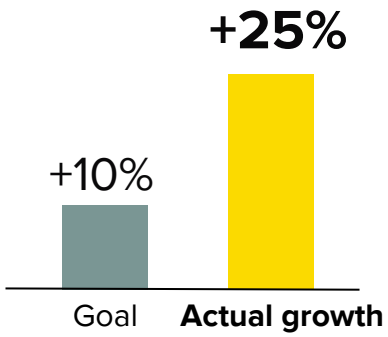
Friends of Search 2023.

RRS
Riool Reinigings Service

FRIENDS OF SEARCH
BY DDMA iab

Goals & Results





Learning

How can we make the next steps?

RRS
Riool Reinigings Service

FRIENDS OF SEARCH
BY DDMA iab

Learnings

Eventhough this case shows some good results, we came across some interesting learnings.

Learning

- CBS data limited the algorithm ➜ Fixed with separate pixels
- Own zip codes does not always match with Google zip codes ➜ Back-up created with coordinates / city
- Multi-disciplinary work is key to success

Next steps

In order to bring our account further, a couple of next steps have been identified:

Next steps

- Uploading offline conversions, including cancellations
- Dynamic value-bidding
- Personalizing landing experience on-page
- Activation of brandformance strategy

By intelligently integrating **CRO, data, and advertising**, we have not only **optimized marketing goals,** but also **optimized occupancy**.

Unique is the way in which we have used data to reach the target group as targeted as possible.

And all **without limiting the algorithm**.

Thank you!

RRS
Riool Reinigings Service

FRIENDS OF SEARCH
BY DDMA iab