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

Friends of Search 2023.
Introduction

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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.
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.
RRS faced two problems that needed solving:

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

2. 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

1. Location targeting based on CBS data
2. Optimization appointment module
3. Owner-occupied home zip code identification based on own data
4. Owner-occupied homes pixel optimization
5. Capacity Optimization Script
Location Targeting
Based on 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.
Optimization appointment module

Improving CVR and reducing phone calls.
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.
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.
Owner-occupied pixel optimization
Based on own 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.
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.
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

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Custom Made Google Ads Script

```javascript
function Main() {
  var stores = getStores();
  var rentals = getRentals().filter()
  var coordinates = getCoordinates();
  var allAddLocations = [];
  var allDeleteLocations = [];
  var allAddReturns = [];
  var allDelReturns = [];

  stores.filter(function(store) {
    return store.vestiging === "Vestiging";
  }).forEach(function(store) {
    ...
  });
}
```
**Local ad copies**

**Webad**

Riolo Ontstoppen Amsterdam | Geen stress, RRS

De snelste ontstopper en 24/7 bereikbaar. Van Groningen tot Maastricht. Bel nu direct! Riolo probleem? Onze monteurs lossen het op. Geen stress, RRS!

Klantbeoordeling 8,6/10. Vestigingen door heel NL, 3 maanden garantie. 24/7 bereikbaar.

- **Verstoppingen**
  - Riolo verstopt? Wij lossen het op.
  - Geen stress. Bel RRS!

- **WC verstopt**
  - RRS lost het op.
  - Riolo Reinigings Service

- **Vestiging in uw buurt**
  - Altijd in de buurt en 24/7 bereikbaar. Plan een afspraak!

- **Afspraak maken**
  - Riolo verstopt? Maak een afspraak.
  - Geen stress. Bel RRS!

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**Webad**

Riolo ontstoppen in Amsterdam | Geen stress, RRS | Ruim 45 jaar ervaring

[www.rrs.nl](http://www.rrs.nl)

Ad Op zoek naar een professionele ontstopper voor een riolinspectie? Bel dan eens RRS. Specialist in ontstoppen, reinigen, inspecteren en lokaliseren van riolo problemen.
Goals & Results for RRS
Friends of Search 2023.
Goals & Results

- **+20%**: More work done with the same number of service engineers
- **-38%**: Reduction in CPA for owner-occupied homes
- **+68%**: Increase in conversion rate
- **+25%**: Number of appointments
Learning

How can we make the next steps?
Even though 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:

- 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!