




Mohawk Flooring boosts retail partner leads by 237%.

Google Partner AdHawk helps Georgia-based Mohawk, the world's largest flooring manufacturer, to sharpen their Google Ads campaigns, support their retailer network, and reach new customers.



 **37%**
lower cost per conversion (YoY)

 **224%**
higher conversion rate (YoY)

 **237%**
more web leads (YoY)

Goals

- Improve Google Ads campaign structure and apply Mohawk corporate learnings to retailers, at scale.
- Equip retail partners with great digital ads to amplify and drive new customer leads through co-op marketing.
- Lower retail partners' cost per conversion to encourage participation in co-op marketing.

"Partnerships are critically important to small business owners today."

-Seth Arnold, VP Residential Marketing, Mohawk

Results

- AdHawk's machine-learning platform prioritized individual, high-converting strategies for Mohawk's Google Ads keywords, ad groups, and bid adjustments (location, device, and ad schedule).
- Form and call conversions helped Mohawk identify overall lead quality and gain a better understanding of keywords driving high-quality leads.
- Mohawk's cost per conversion was 37% more efficient, their conversion rate jumped 224%, and web leads for flooring customers grew by 237% as compared to the previous year.
- AdHawk created internal systems to open 136+ retail partner accounts for acquiring new end customers.