

# Local Campaign

BBDO

escola  
britânica de  
artes criativas  
& tecnologia

**ROCKY**  
FULL DIGITAL PERFORMANCE







### Objetivo

O objetivo das local campaigns é ajudar empresas a disponibilizar aos clientes em potencial as informações necessárias para que decidam quando e como visitar as lojas.

## Como Funciona



**Locais das Lojas**  
(Google Meu Negócio)



**Orçamento**



**Textos para anúncios**



**Imagem para anúncios**



**Vídeo para anúncios**

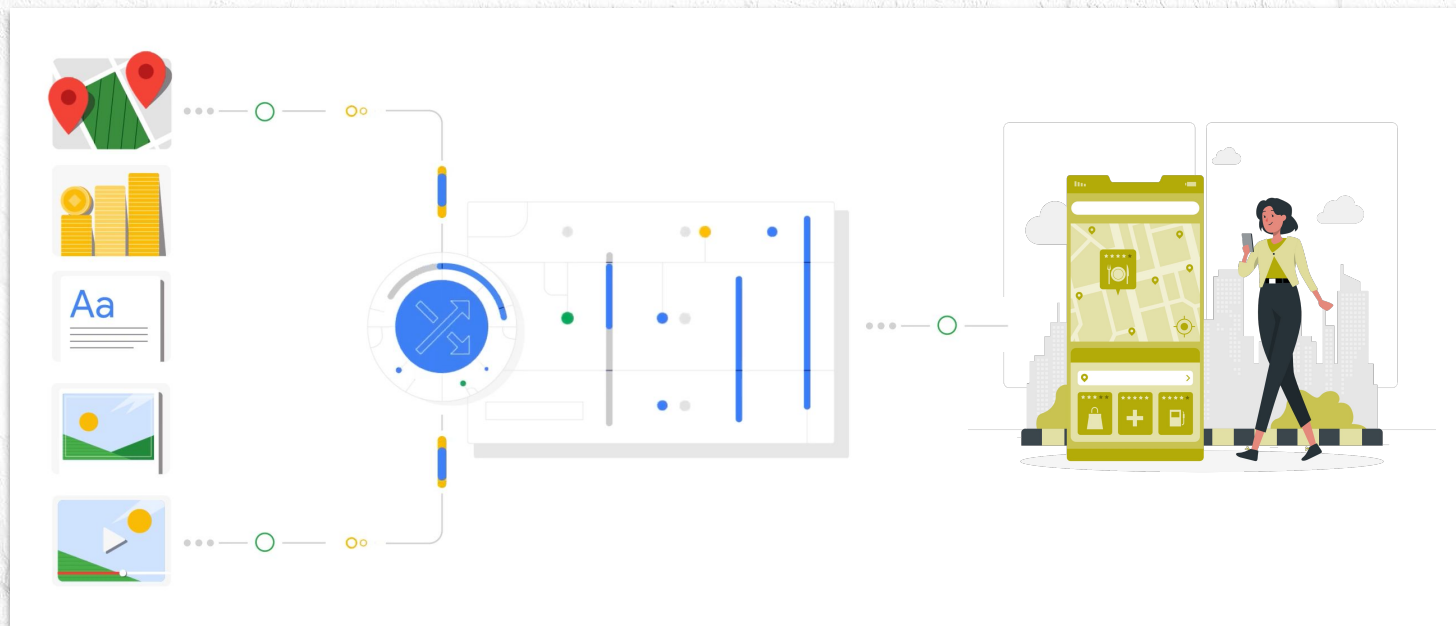
**Configurações**

**Recursos**



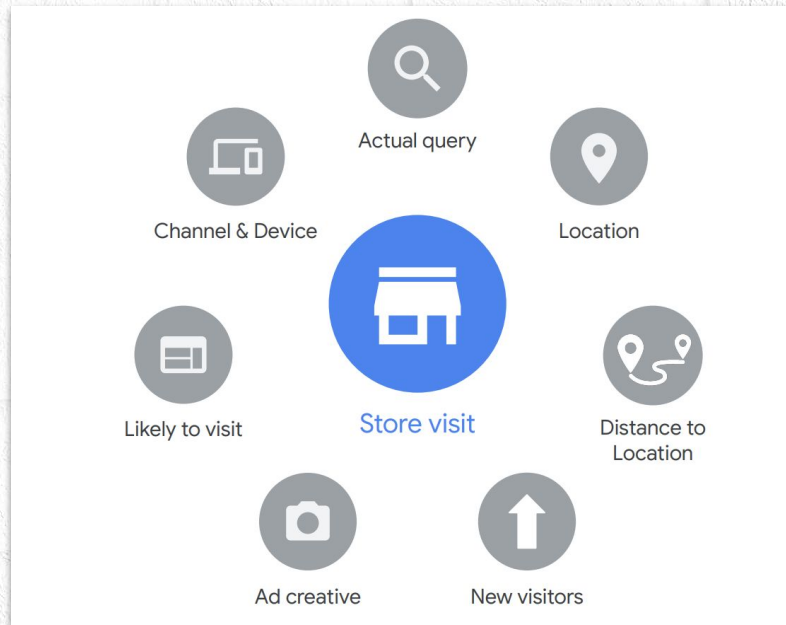


## Como Funciona



Com as configurações da campanha, a tecnologia de aprendizado de máquina do Google otimiza automaticamente os lances, os posicionamentos de anúncios e as combinações de recursos para promover suas lojas físicas nos serviços e redes do Google.

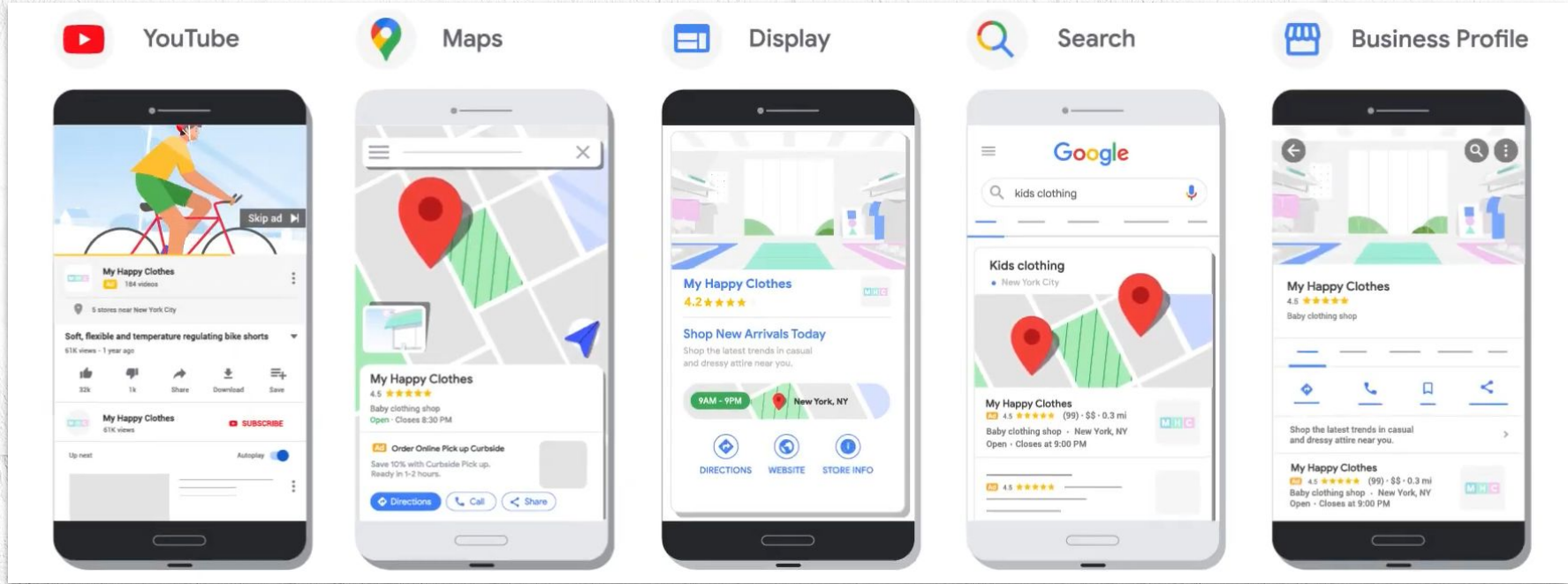
## Como Funciona



Sinais usados para entrega dos anúncios.

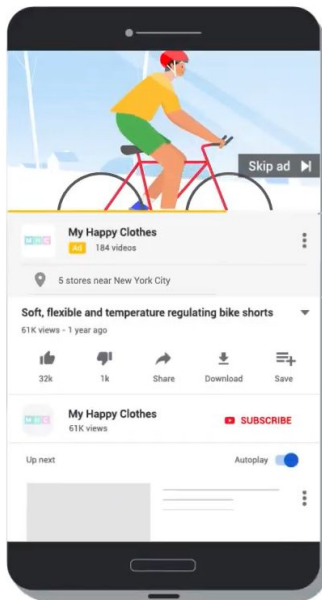








YouTube



**My Happy Clothes**

Ad 184 videos

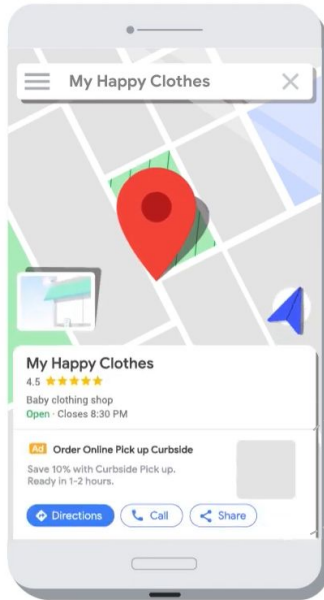


5 stores near New York City






Google Maps



**Ad** Order Online Pick up Curbside

Save 10% with Curbside Pick up.  
Ready in 1-2 hours.



 Directions

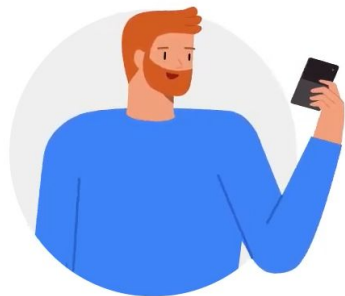
 Call

 Share



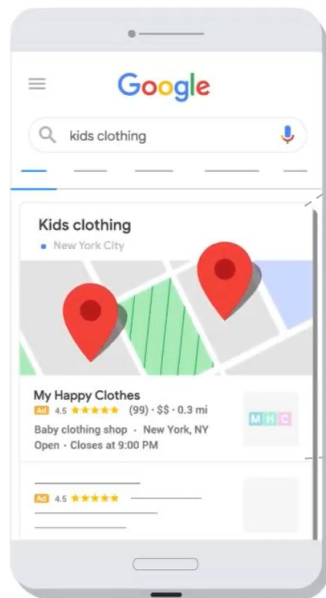
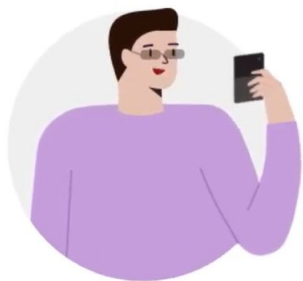


Google Display





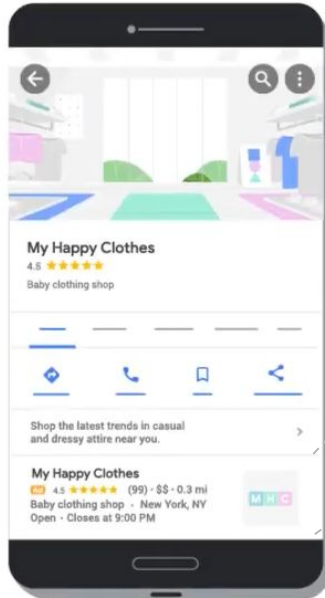
Google Search







## Business Profile



### My Happy Clothes

4.5 ★★★★★ (99) · \$\$ · 0.3 mi

Baby clothing shop · New York, NY

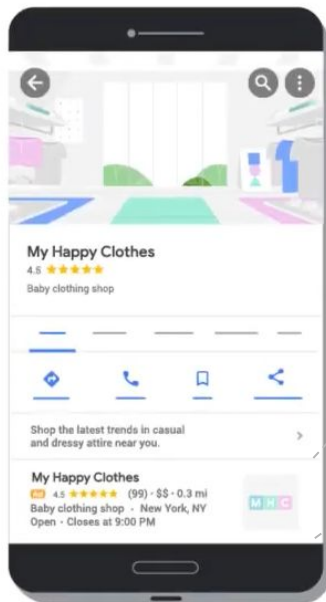
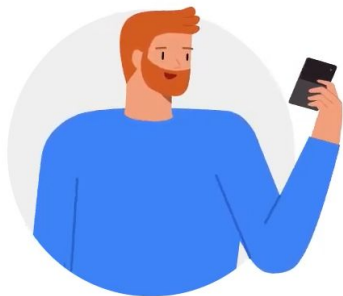
Open · Closes at 9:00 PM



# Conversão



## Business Profile



### My Happy Clothes

4.5 ★★★★★ (99) · \$\$ · 0.3 mi

Baby clothing shop · New York, NY

Open · Closes at 9:00 PM





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