

Barefruit Boosts RPM & CTR by Over 10% With Local Ad Extensions

Barefruit

"At Barefruit we're always keen to test new features as they are released by Yahoo. The Local Ad Extension feature formed part of our Spring '14 AB Test Program at EarthLink. Working closely with our Partner Manager, Abi Fagiri, we were delighted with the 12% uplift in RPM achieved.

- Hani Armstrong, Marketing Director, Barefruit

Increase Revenue & Enhance User Experience with Local Ad Extensions for Search Ads

Did you know that over 40% of today's searches contain a local keyword? It's true, and that number continues to rapidly grow. Barefruit, an ISP technology provider that generates highly targeted traffic by replacing DNS errors with relevant search advertising, wanted to optimize their user experience to deliver relevant local information while increasing search ad revenue so they worked with Yahoo to launch Local Ad Extensions.

Local Ad Extensions are extended local attributes within search ads that allow advertisers to display their business addresses, phone numbers and clickable link to directions within a geo-targeted area of the user. Local Ad Extensions improve user experience by delivering locally relevant information to users while increasing clicks and overall engagement.

Since launching Local Ad Extensions Barefruit has seen an **increase in click-through rate** on search ads that incorporate Local Ad Extensions by **11%** and a **12% RPM lift**.

Opportunity

- Barefruit is an ISP technology provider that generates highly targeted traffic by replacing DNS errors with relevant search advertising.

Solution

- Barefruit worked closely with Yahoo to increase monetization of their sponsored search ads by launching Local Ad Extensions.
- Local Ad Extensions are extended local attributes within search ads that allow advertisers to display their business addresses, phone numbers and clickable link to directions within a geo-targeted area of the user.
- Local Ad Extensions enhance user experience by delivering relevant localized information, ultimately increasing user engagement and clicks.

Results

- Improved user experience with localized results
- Increased click-through rate by 11%
- Increased RPM by 12%

Previous: Search Ads Without Local Ad Extensions

Sponsored Results

- **Crate & Barrel**
www.crateandbarrel.com
Shop the Official **Crate & Barrel** Site. Home Furniture, Gifts & More!
- **Modern Window Treatments**
TheShadeStore.com
Handmade From Exclusive Materials. Order Free Swatches. Shop Sale Now!
- **70 % Off Fine Home Goods**
www.JossAndMain.com
Free access to Members-Only Prices Joss & Main Daily Online Sales.
- **Designer Home Decor Sale**
OneKingsLane.com
Fabulous Furniture, Up to 70% Off! As Seen on HGTV Design Star

Now: Search Ads With Local Ad Extensions

Sponsored Results

- **Crate & Barrel**
www.crateandbarrel.com
Shop the Official **Crate & Barrel** Site. Home Furniture, Gifts & More!
Crate and Barrel, 189 The Grove Drive, Los Angeles, CA, US, (323) 297-0370, [Directions](#)
Crate and Barrel, 438 N. Beverly Drive, Beverly Hills, CA, US, (310) 247-1700, [Directions](#)
- **Modern Window Treatments**
TheShadeStore.com
Handmade From Exclusive Materials. Order Free Swatches. Shop Sale Now!
The Shade Store®, 8899 Beverly Blvd., Los Angeles, CA, 90048, US, (310) 893-1899, [Directions](#)
The Shade Store®, 3323 Hyland Avenue, Suite E-1, Costa Mesa, CA, 92626, US, (714) 881-2555, [Directions](#)
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