



Adthema

Create a location-based search ad in 5 steps



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Create a winning location-based search ad in 5 steps



Follow these five steps to create click-winning location-based ads:

1. Be there.

Know where your products and services are most needed, and where your users are searching - whether that's by city, region or custom designation.

2. Be relevant.

Is your ad creative relevant and specific? Are you appearing at the right time? And are you there each and every time?

3. Be useful.

Don't be generic; in your copy and CTAs, each word must perfectly express your services and answer user questions.

4. Be quick.

Any delay in response to market and competitor shifts will set you back, no matter how big you are.

5. Be top.

The closer you are to number one, the greater the likelihood of a click. Be sure you target the most relevant search terms in a location, have the most compelling copy in your ads, and react at speed and scale to search fluctuations.



Adthena's Local View technology

The future of location-based search intelligence

Local View technology shows you what audiences are searching for by location, which ad copy performs best, who your competition is and what strategies they're employing - so you can set your strategy for success.

Adthena's local competitive intelligence empowers you to:

- Understand search intent across cities, countries or custom locations.
- Discover distinct search term patterns and competitor strategies.



The time Origin Energy saved per month using Adthena's targeted location data, in addition to a 10-15% increase in share of clicks, share of spend and share of impressions year-over-year.

- Analyze competitor ad copy, search terms, CPCs and CTRs.
- Capitalize on existing opportunities and identify new ones, driving greater ROI.

Spanning 24 countries and 15 languages, [Local View](#) is your on-the-ground guide to daily opportunities within your local search ecosystem. [Request a demo](#)



FINALIST



With Adthena's Local View, marketers can monitor and analyze every aspect of their audience's searches at a granular level and at scale to reach the right consumers in the right locations.



Ashley Fletcher,
VP Marketing,
Adthena



Your ultimate Local Search Toolkit

The pandemic has fundamentally changed consumer behavior and put local search well and truly on the map. More consumers are realizing the ease and opportunity of online search and purchase. Individuals want a tailored search view with results that are relevant to them where they are at that very moment.

In fact, 72% of desktop or tablet users and 67% of smartphone users **want ads that are customized** to their location. On top of that, 82% of smartphone users are searching for businesses near them, with 90% clicking on the first set of results they see.

To win those conversions, your location-specific ads must be there at the top of the search engine results page; it's a competitive imperative.

In this toolkit, you'll find everything you need to know to harness the power of local search and succeed, including useful checklists and tips by industry.

\$1.4 Trillion 

By 2021, mobile devices alone will influence more than \$1.4 trillion in local sales.

