

A Digital Leader in Multi-location, Goodway Group is Selected by Kubota Tractor Corporation as its Digital Agency of Record



Goodway Group serves as Kubota's main digital strategy partner across corporate and local dealer locations, focusing on channels like search, display, geo-fencing, video, audio and Advanced TV

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Goodway Group, the digital partner advertisers trust to deliver campaign performance and media efficiency, has been named the digital agency of record (DAOR) for **Kubota Tractor Corporation**, the U.S. marketer and distributor of Kubota-engineered and manufactured machinery and equipment, including a complete line of tractors, construction and gardening equipment. Building on a four-year foundation of success, Goodway Group will work to continue blending customer service with digital media strategy and execution in order to deliver a full-service experience to Kubota corporate as well as individual dealer locations who choose to partner with them in their local markets.

As the brand's DAOR, Goodway Group will be responsible for digital strategy including: PPC (Search), Display, Social, Geo-fencing, Digital video, Digital audio, Advanced TV, digital extensions of traditional media and other digital media services. Additionally, Goodway Group will serve as Kubota's digital strategy hub working with their other partners to provide holistic media strategy across all Tiers.

Goodway Group is a digital leader in multi-location that empowers franchises to grow their businesses. With a large independent dealer network consisting of 1,100 U.S. locations, Kubota Tractor Corporation found a strategic partner in Goodway Group that could utilize data to drive media performance. Goodway Group's unique approach to this challenge centered around leveraging first-party data to fuel beyond digital into all facets of marketing strategy. Additionally, Goodway Group's award-winning dashboards have helped provide the Kubota team with a holistic view of both local and national campaign performance.

"The Goodway Group team has been an invaluable partner to us. We rely on them to provide insightful, data-driven, strategic guidance as we work to continually improve our digital marketing efforts," said John Lee, Director, Marketing at Kubota Tractor Corporation. "The customized tech and innovative dashboard capabilities the Goodway team tailors for Kubota help us reach our target audiences, and track performance to drive greater digital advertising effectiveness. This announcement formally recognizes Goodway Group as our DAOR, which is a role they have been informally executing for Kubota Tractor Corporation over the past few years."

Most recently, Goodway Group worked with Kubota Tractor Corporation on scaling their hyperlocal SEM strategy. As the top selling sub-compact and compact tractor brand in the U.S. Kubota relied heavily on Goodway Group to help meet the individual needs and goals of their dealers. Including a specific dealership in rural Mississippi who was looking to drive even higher ROI from its always-on Paid Search campaign at the onset of the COVID-19 pandemic. Goodway Group was able to create a customized campaign through hyperlocal targeting for the Mississippi-based dealer that resulted in 50+ ad groups with responsive search ads (RSLA) and hundreds of relevant broad and exact match keywords, uniquely tailored to the local business.

The campaign surpassed all year-over-year benchmarks increasing conversion volume by 157%, improving CPA (cost per acquisition) by 63% and increasing CTR (click through rate) by 159%. All of which helped the local dealer persevere through the first half of 2020 in a truly unprecedented year. Additionally, the campaign was named a finalist in the US Search Awards Best Local Search Campaign category and awarded Silver in the same Global category.

“Working with Kubota over the past few years has been an incredible opportunity, and our team couldn’t be more excited for the chance to serve as their digital strategy and execution hub moving forward,” said Noah Everist, National Account Director, Goodway Group. “The Kubota brand showcases exactly what we thrive on here at Goodway: the opportunity to highlight market leading businesses at both the corporate and local levels. We’ve already accomplished so much in the past four years and we can’t wait to see what’s ahead in the future.”

As an industry leading force, Kubota has relied on Goodway Group for the past four years to deliver consistent business results through client service, tech, education, with local marketing at national scale. As a digital strategy company with robust experience, Goodway Group is uniquely positioned to influence media mix, data management consulting and strong analytics.

About Goodway Group:

Goodway Group is the digital partner advertisers trust to drive campaign performance and media efficiency. Proud to be completely independently owned and operated, Goodway provides trustworthy expertise that meets its clients' needs – and no one else's. Using predictive intelligence, Goodway helps advertisers get the most value out of every impression across all paid digital media. Through the combination of employing the smartest technology and the most experienced people in the industry, Goodway delivers authentic results. Find Goodway Group online at goodwaygroup.com.

Goodway Group. Honestly Smart Digital.

Contact Details

Kite Hill PR for Goodway Group

Rachel Wyncoop

+1 631-338-7248

rwyncoop@kitehillpr.com

Company Website

<https://www.goodwaygroup.com/>