

HD SUPPLY & HOME DEPOT PRO

HD Supply distributes MRO products across multiple sectors, while The Home Depot Pro provides specialized products and services for professional contractors and maintenance teams.

<https://hdsupplysolutions.com/>

SITUATION

Leading SEO and PPC initiatives for HD Supply and The Home Depot Pro, navigating the complexities of a merger that included three legacy brands:

1. Wilmar (<https://www.wilmar.com/>)
2. Supplyworks (<https://www.supplyworks.com/>)
3. HD Supply Solutions (<https://hdsupplysolutions.com/>)

This work focused on integrating and optimizing each brand's online presence to enhance visibility and performance post-merger.

TASK(S)

- Manage PPC and SEO strategies across three legacy brands
- Conduct keyword research and recommend on-page optimizations
- Lead cross-functional collaboration to develop targeted campaigns for B2B audiences
- Build and enhance reporting dashboards using Tableau for performance insights

ACTION

- Analyzed and refined keyword lists to drive effective on-page SEO enhancements
- Coordinated with content, design, and marketing teams to align campaign messaging with B2B audience needs, ensuring a unified brand presence across multiple touchpoints
- Engaged and managed relationships with internal stakeholders and external vendors for seamless execution of initiatives
- Created customized Tableau dashboards to track and visualize key performance metrics, offering insights for data driven decisions

RESULTS

- Improved search rankings and PPC efficiency across legacy brands, increasing visibility in target markets
- Enhanced campaign impact through cohesive, well-coordinated initiatives that resonated with the B2B audience
- Strengthened collaboration and streamlined processes with both internal teams and external vendors, contributing to smoother project execution
- Provided actionable data insights through Tableau dashboards, which facilitated data-driven strategy adjustments and improved reporting transparency across teams



AT A GLANCE CHALLENGES

- Brand name changes Home Depot Pro to HD Supply
- 3 Legacy Brands

OUTCOMES

- **x2** PPC Budget
- **+30%** increase in KWs ranking
- Drove **21%** of all company new to file customers



OLIN DOWNS
SR ANALYST

Managed agency relationships, brainstormed on campaign strategies, oversaw SEM execution, and optimized keywords, bids, and creatives.