

# 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)

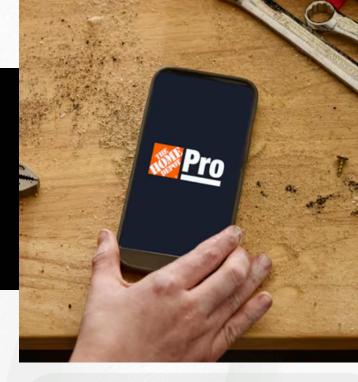
- Manage PPC and SEO strategies across three legacy brands
- Conduct keyword research and recommend on-page optimizaitons
- Lead cross-functional collaboration to develop targeted campaigns for B2B audiences
- Build and enhance reporting dashboards using Tableau for performance insights

### ACTION

- Analyzed and refiend 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 transparancy across teams



## AT A GLANCE

#### CHALLENGES

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

#### OUTCOMES

- x2 PPC Budget
- +30% incresae 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.