

THE CREATION OF A CONTENT INTERDISCIPLINARY TEAM SOLVES BUSINESS CHALLENGES FOR UNITED RENTALS





BUSINESS CHALLENGE

In an industry built on face-to-face interaction, how do you harness commerce without harming current customer relationships? You create a powerhouse for developing human-centric content that attracts across all journey touchpoints, enhances connection and is intuitive. With a deliberate content model, VMLY&R performance, experience, media and social content teams collaborated to produce a local contractor campaign for United Rentals.

Top challenges we faced:

- Very little user awareness around United Rentals' local equipment offering and expertise for smaller contractors
- Local contractor landing pages did not have both equipment and educational content to allow users to explore the ecosystem
- Local contractor product pages did not have content written for discoverability on- or off-site in order to capture organic search opportunities

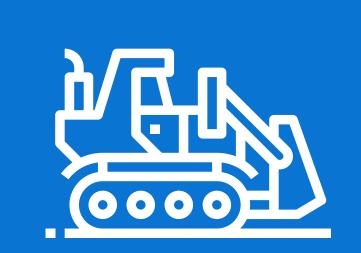






CAMPAIGN INITIATIVES

Solving United Rentals business challenges meant partnering with various content leads for interdisciplinary collaboration. We took insights and development from writers versed in search methods, customer experience elements and social strategy.



Campaign Landing Page

 Local campaign strategy meant creating a new landing page to serve as a soft entry point to the <u>UnitedRentals.com</u> versus driving straight to a list of equipment detail pages.



Field-Specific Linking

 To enhanced the user experience, we developed field-specific tiles to link to a filtered list of the equipment catalog. This helps users target exactly where they need to go in order to drive rentals.





Blog Content

 Connected related blog content to the local contractor landing page, linking highvalue SEO content to an ongoing campaign.



 Created optimized content to capitalize on organic traffic while providing education to drive rentals and lessen calls.



LOCAL CONTRACTOR CAMPAIGN

The Content Interdisciplinary Team worked within their specializations as well as with SEO scientists and developers to deliver a holistic campaign across the ecosystem. The CIT created content from several paths along the user journey.

The CIT utilized:

- ORGANIC SEARCH
- PAID SEARCH
- PAID MEDIA
- PERFORMANCE CONTENT



United Rentals

Get personal help from your local United Rentals branch

833.374.8615

Find your local branch

Friendly faces and fierce capabilities

United Rentals has more than 1,000 branches across the country staffed with local pros. They can help get you nearly any type or class of equipment and a range of solutions from tools to training, all at competitive prices.

So when you need reliable equipment quickly from people you can trust, get your local branch on the line. We're ready to be here for your next project or your next barbecue, well, if you want to invite us.





Field-Specific Sectors



Landscaping

From tillars to trimmers, we got it all so you can do it all.



Homebuilding, maintenance & repair

Safety first. Success second. Let us look out for you.



General Contractors

Let's parmer up. We have it all and are here to serve.



Plumbing & Mechanical

Wa're on call, too. We've got what you need when you need it.



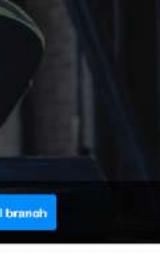
Electricians

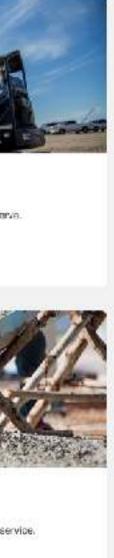
Cur lights are always on. Get tools + 24-hour service.



Concrete Contractors

Call in backup. Get big-time tools and personal service.





CAMPAIGN TOUCHPOINTS

Equipment Manage Branches Solutions Services Company

ORGANIC SEARCH / EXPERIENCE CONTENT

PAID SEARCH / PAID MEDIA / **EXPERIENCE CONTENT**

United Rentals



7 Pieces of Lawn and Landscaping Equipment Every **Professional Needs**

The right equipment will help you frim unruly growth - and grow your business. 14 25, 101V

PAID DISPLAY

The fandscaping industry is boorting. Whether you're jarr shafting a fandscaping basiness or you're toobing to have your eetge (all memory, having the right way private to the you're a seast times executioners with ways rooms or meap tests with each before took another too leave of their executions of gravemented seast and in advoces searchment, when other energy pergra-om these memory memory and took executions of gravemented seast and a seast and in advoces searchment, when other energy pergra-ter these memory memory in the double (the constant or room).

TRUNCING BY IGLE

Children of Lawy and Children of Lawy and Safety Parallelising Pro-

11 Nov for Galaxies box failth a Canatas in Law

Binneyte Preside Biorden Binneyte Parente Dockill Rendral Banety Renaut

Here to Okanie Rev Papili Stanfadd for ym Jak

Friendly faces and fierce capabilities

Get personal help from your local United Rentals branch.

United Rentals has more than 1,000 branches across the country staffed with local pros. They can help get you nearly any type or class of equipment and a range of solutions from tools to training, all at competitive prices.

So when you need reliable equipment quickly from people you can trust, get your local branch on the line. We're ready to be here for your next project or your next barbecue, well, if you want to invite us.



Rent Equipment Today

United Rentals

Field-Specific Sectors





Landscaping From tilliers to trimmers, we got it all so you can do it all.

Homebuilding, maintenance & repair Safety first, Success second. Let us look out for you.







Rent Equipment from 1000+ Branches









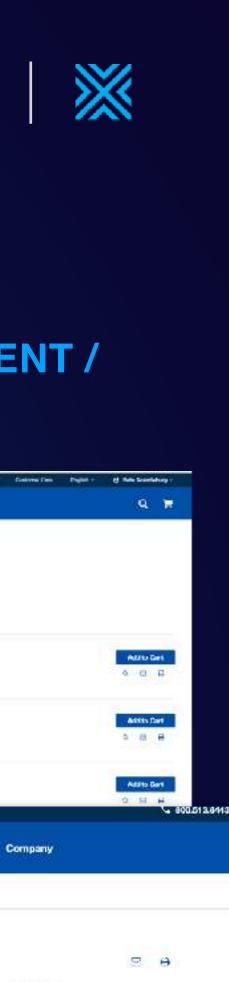


Let's partner up. We have it all and are here to serve.

General Contractors

PERFORMANCE CONTENT / ORGANIC SEARCH

							C micros	ME Entre Des	- N
Children Kanada	-	ga Branchis Bys	diana Bandana Ching	-					
Aven Dysapower . Buy Joned Figu	and tai								
A View D CAR									
Locator 🗟 🛛 🗛	HOME + 1/2.0	PARTY - (AWALLANDCOM							
Dig Sect Eases (5, 0) 9410	Lawn & Landscape (13)								
Quinese antista	Our fixed of	free and writtener verlag	eritsiyas entri 🕬 🗠 🗠						
Nangelon		Augar, One-Man, Gas							
Angela -			ment Sch.	Marrie 9832					
Lani Basterini Disperi di Surgera		loos /ww =							
Cherr Same	E.	Augar, Tewable, Goc							
Filmer Wester Salama		5-4, \$140	massa, 8246		2				
Peconnended		104 10.05							
Henry Course (1)	-	luger, Two-Man, Gae							
Courses (2)				- Huntry 8224					
Files	d- 0	D United	Equipmen	t Manage	Branches	Solutions	Services	Company	
Experient Lifeticities 4		Rental	s equivalen	(manegrey)	Conditioners	CONCLUSION	dervices	eventparty	
Time a	.*	Rent Equipment	t Buy baad Equipm	ent Training					
Thigher(1) Arrows (0)	-	6 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	22 10 10 10 10 10 10						
Auroduse (1) Factors (1)		HOWESED	UPMENT > AERIAL WOR	IK PLATFORMS > LA	DDERS > LADUE	CEXTENSION 18194	HBEROLASS		
Disare Lill Miscallanaces (N)			11		CAT, CLASS CO	CE: 200-0506-1			
Laurenteren (C	et (. Art	11						
			11		Extens	sion Lad	der, 16 f	t19 ft	,
		-	11		Fiberg	lass			
		-	H		Electrical, out	ter, window or ro	of work is now a	breeze with a	fibera
			H		extension lad	ders have a maxi	imum working he onstruction. Stee	ight of 18°, ide	eal for
	N	lav	- S INIA		the ground. M		libergissa ladder		
	-	546				Hilayer fiberglass			
	Lav				 Steady slip-reastant feet and rungs 				
					• Non-cond	uctive tiberglass	is ideal for electri	cal work	
					· Weather-re	sistant for outdo	or uses		
		av			· Add this fibergless extension ladder to your cart now				
		200				78	8		
	14 B								
		tera			Pricing				
					WERE RATE	Dally Y	Maetely Mi	ontenty	
		Atra							
					Set a location	to view rates			
			1944	nici Françaia					
	1	Made Mewer/Brush C							



giass extension ladder. These ceneral DIY house set make this ladder secure on anywhere near electricity