

Auto Glass Biz Discovers The LocalZing platform - Taps Internet for Best Leads!

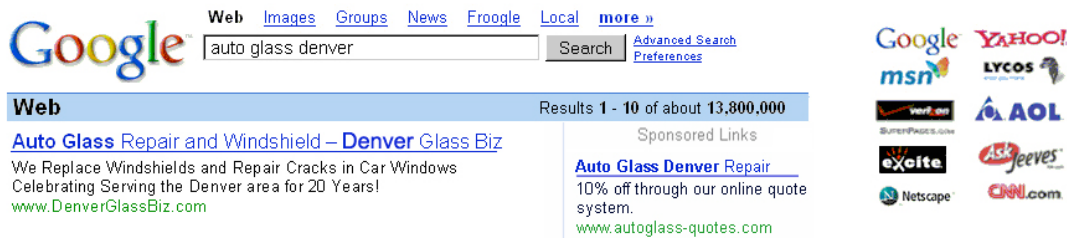
The Advertiser

The advertiser used in this case study is a leading auto glass business in Denver, Colorado.

"Our ROI has been incredible!"

The Problem

A Denver-based auto glass business owner was primarily advertising his business in the print Yellow Pages. While the owner was familiar with the importance of advertising on the Internet, he did not have a strategy in place. With the LocalZing platform, the client developed a quick and easy Internet strategy, and now the LocalZing platform is a vital part of his daily business.



The Solution

Millions of Americans visit search engines, which represent the greatest source of Internet traffic, to begin their research. The LocalZing platform placed this Denver-based Auto Glass business on Google, Yahoo, AOL, MSN and others to ensure the business would prominently appear for searches that match their products and services. For example, The LocalZing platform bid on the keywords "auto glass repair", "windshield replacement", and "auto glass shop Denver", as well as hundreds more so the business would be displayed to people in (or inquiring about services in) the Denver area. The LocalZing platform, most importantly, tracks phone calls, e-mails, forms, and online transactions that result from the advertisement in an easy to read report.

The Result

To date the advertiser has invested \$8500 into 4 monthly Internet advertising campaigns. The results below show that the client has received **11,151 visits to their site**, generated **4257 calls to their business**, and received **3886 completed "Online Quotes"** that were completed on their website. Their **average cost per lead is under two dollars!**

Campaign #1		Campaign #2		Campaign #3		Campaign #4	
Maximum Budget	\$1,000	Maximum Budget	\$1,500	Maximum Budget	\$1,500	Maximum Budget	\$4,500
# of Visits to Web site	1042	# of Visits to Web site	1390	# of Visits to Web site	2589	# of Visits to Web site	5870
Cost Per Site Visit	\$0.96	Cost Per Site Visit	\$1.08	Cost Per Site Visit	\$0.58	Cost Per Site Visit	\$0.76
# of Tracked Ph. Calls	324	# of Tracked Ph. Calls	430	# of Tracked Ph. Calls	1086	# of Tracked Ph. Calls	2492
# of Leads by Phone*	160	# of Leads by Phone*	215	# of Leads by Phone*	538	# of Leads by Phone*	1420
# of Online Quotes	139	# of Online Quotes	262	# of Online Quotes	475	# of Online Quotes	2607
Total # Quotes/Leads	299	Total # Quotes/Leads	477	Total # Quotes/Leads	1013	Total # Quotes/Leads	4027
Cost Per Quote/Lead	\$3.10	Cost Per Quote/Lead	\$3.15	Cost Per Quotes/Lead	\$1.48	Cost Per Quote/Lead	\$1.17

* are considered as calls over 2 minutes

For additional information, please contact: