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 online marketing that gives you the EDGE



The advertiser used in this case study is a leading auto repair franchise with over 1,800 locations nationwide. The advertiser did not have a major online presence and wanted to test the viability of online marketing for the franchise system by conducting a pilot in the Minneapolis area.

The Problem

The advertiser was experiencing several marketing challenges including:

- A shift in consumers' information retrieval/search methods from yellow page books to search engines
- An inability to track results of online advertising to the store level

The Solution

siteEDGE agency placed this Auto Repair Business on Google, Yahoo, AOL, MSN and others to ensure the business would prominently appear for searches that matched their products and services. We bid on the keywords "brake repair", "auto repair Minneapolis", and "auto repair shop", as well as hundreds more so the business would be displayed to people in (or inquiring about services in) the market area. In addition, siteEDGE agency tracked phone calls and coupons printed that resulted from the online advertising in an easy to read report.



The Result

The advertiser during this 3 month period saw increased calls and coupons printed and a **decreased cost per lead of over 40%!**

Month 1	
# of Tracked Calls	174
# of Tracked Coupons	236
# Total Cost Per Lead	\$7.01

Month 2	
# of Tracked Calls	186
# of Tracked Coupons	502
Total Cost Per Lead	\$4.18

Month 3	
# of Tracked Calls	227
# of Tracked Coupons	471
Total Cost Per Lead	\$4.12

For additional information about how your business can see similar Internet advertising results, contact: Duane Skjervem at 816.587.8880 Ext 103 or duane.skjervem@siteedgeagency.com