



The Advertiser

The advertiser used in this case study is a leading auto glass business in the South Central States. Since using **siteEDGE agency** the response has been, **“Our ROI has been incredible!”**

The Problem

Prior to engaging with **siteEDGE agency**, the advertiser was:

- Unable to service approximately 50% of Internet-generated leads due to an inability to do geo-targeted marketing
- Seeing changes in the insurance industry resulting in fewer insurance agent referrals

The Solution

siteEDGE agency placed this 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. We bid on the keywords “auto glass repair”, “windshield replacement”, and “auto glass kansas city”, 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, e-mails that resulted from the advertisement in an easy to read report.

Web Images Groups News Froogle Local more »
 auto glass denver Search Advanced Search Preferences

Web Results 1 - 10 of about 13,800,000

Auto Glass Repair and Windshield – Denver Glass Biz
 We Replace Windshields and Repair Cracks in Car Windows
 Celebrating Serving the Denver area for 20 Years!
www.DenverGlassBiz.com

Sponsored Links
Auto Glass Denver Repair
 10% off through our online quote system.
www.autoglass-quotes.com

Logos for Google, Yahoo!, MSN, Lycos, AOL, Excite, Ask Jeeves, Netscape, and CNN.com.

The Result

The advertiser during this 3 month period saw increase calls, increased e-mails, 25%–28% of the Web visits creating phone and internet contacts, as well as a **minimum of \$33,000 in increased monthly revenue!**

Month 1	
# of Visits to Web site	3,401
# of Tracked Ph. Calls	802
# of E-Mails	126
Total # of Leads	928

Month 2	
# of Visits to Web site	3,428
# of Tracked Ph. Calls	762
# of E-Mails	125
Total # of Leads	887

Month 3	
# of Visits to Web site	4,403
# of Tracked Ph. Calls	1,086
# of E-Mails	158
Total # of Leads	1,244

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