

Roofing Contractor



Scenario: This residential roofing contractor wanted to generate more qualified calls from prospective customers. They ran a LocalAds campaign with a calls objective.



Results: The LocalAds Team identified homeowners with a propensity to need a new roof or roof repair. They were able to generate an average of 45 new calls every month. Of which were an average of 18 qualified **calls**.

Monthly Budget	Monthly Results
\$4,000	18 Qualified Calls
Conversion Value	Estimated Return
\$11,000	\$198,000

Estimated return calculated based on 40% call conversion rate

Medical - Visits



Scenario: A multi-location family practice wanted more visits to each location. They ran LocalAds with a visits objective (calls as secondary objective) for each different location.

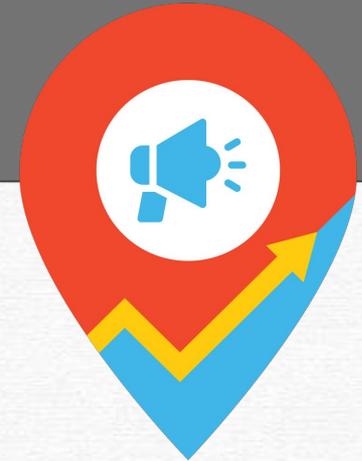


Results: Identified parents with children in the household who recently moved within 10 miles of each of the locations. The ads emphasized the value props for each location (i.e: telehealth, bilingual, etc.) and generated 117 new office visits a month.

Monthly Budget	Monthly Results
\$17,000	117 Visits
Conversion Value	Estimated Return
\$3,286	\$367,462

Estimated return calculated based on average Lifetime Value of a patient

Grocery Store - Awareness



Scenario: A grocer wanted to drive awareness for their stores by advertising weekly sales by targeting food and coupon shoppers that live near each of their locations. 1 year timeframe.



Results: The LocalAds Team geo-targeted 5 miles around each store and delivered display ads to an audience who regularly used coupons to shop for groceries in order to influence **views and clicks**.

Monthly Budget	Monthly Results
\$30,000	9,763 Coupon Clicks
Conversion Value	Estimated Return
\$40	\$565,000

The campaign tracked 14,125 store visits influenced by the 9,763 coupon clicks so each click resulted in 1.45 store visits with an average purchase of \$40. The estimated return was the conversion value x 1.45.

HVAC Contractor - Calls



Scenario: An HVAC contractor want to get more qualified calls from homeowners who needed A/C repair or were in market to purchase a new A/C unit. 1 year timeframe.



Results: The LocalAds Team identified homeowners by the type of HVAC unit they owned and then presented display and search ads to influence an appointment as an **phone call**.

Monthly Budget	Monthly Results
\$1,875	48 Phone Calls
Conversion Value	Estimated Return
\$420	\$6,720

On average there were 48 calls per month where 33% were qualified for a service call. An average service call is worth \$420. The estimated return was based off taking 33% of the calls x conversion value. HVAC unit sales not factored.

Personal Injury - Conversions



Scenario: A personal injury attorney wanted to get more qualified leads with either phone calls or online form fills to schedule a consultation. 1 year timeframe.

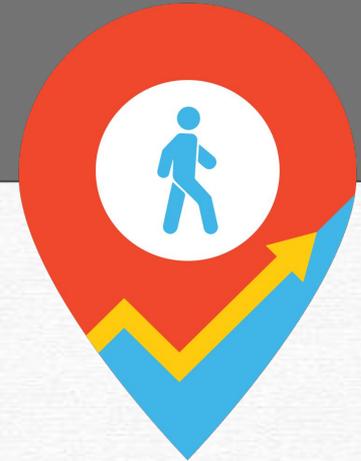


Results: The LocalAds Team identified physical behaviors defined by the users' mobile devices to infer that a person may have been injured and then presented display and search ads to influence an appointment as an **online conversion**.

Monthly Budget	Monthly Results
\$2,100	7 Conversions
Conversion Value	Estimated Return
\$8,000	\$56,000

On average there were 160 leads per month where 4% of those turned into court cases making it an average of 6-7 cases per month. The average fees collected by these cases is \$8,000 per court case.

Auto Dealership - Visits



Scenario: An auto dealer wanted to get more people visiting their dealership who were in market for the specific make and models of vehicles they sold. 3 month timeframe.

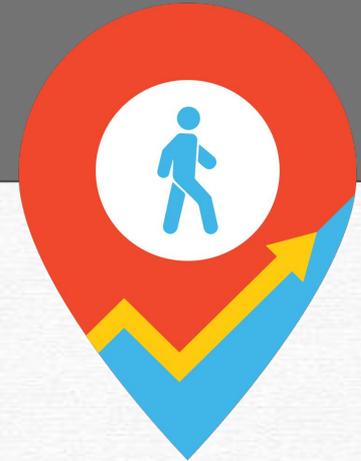


Results: The LocalAds Team identified people who live near the dealership and were in market for the make of the vehicles sold. This audience was remarketed to with display and search to influence **visits**.

Monthly Budget	Monthly Results
\$1,875	75 Visits
Conversion Value	Estimated Return
\$2,400	\$45,000

The average net revenue off a vehicle sold was \$2,400. Roughly 25% of visits resulted in a sale. The estimated return was based off taking 25% of the visits x conversion value.

Restaurants - Visits



Scenario: A restaurant chain had produced a pre-roll video and wanted increase reach and awareness to ultimately get more qualified guest into their restaurant locations.



Results: The LocalAds Team identified people who matched an upscale/ casual dining demographic and then displayed the pre-roll video on their smartphones, tracking user engagement, buying behavior, and physical location to restaurant locations.

Monthly Budget	Monthly Results
\$2,500	185 Visits
Conversion Value	Estimated Return
\$78	\$57,876

There were a total 380k impressions delivered over the 4 month campaign resulting in 50.3% view rate and 742 visits to restaurant locations. The average bill per customer was \$78.00.

Insurance - Calls



Scenario: A private insurance provider wanted to drive qualified leads for their top insurance products. They ran a LocalAds Calls campaign for 12 months and got 240 new qualified insurance leads.



Results: LocalAds identified users in market for insurance and fit their general user demographic. The ads emphasized the value of their insurance products and generated an average of 20 qualified leads a month over the course of the campaign.

Monthly Budget	Monthly Results
\$1,000	20 Phone Calls
Conversion Value	Estimated Return
\$3,500	\$7,000

Customer LTV was estimated by the \$200-\$300 avg monthly revenue per customer for this client and the average customer lifespan of 14 years

Plumbing - Calls



Scenario: A local plumbing contractor wanted to get more leads for plumbing jobs. They ran a LocalAds Calls campaign to get more qualified calls for their business.



Results: LocalAds identified homeowners who had a propensity to need plumbing services and qualified the audience with display ads. Then when the users were searching for a plumber, we would retarget them with search and call ads.

Monthly Budget	Monthly Results
\$4,200	35 Phone Calls
Conversion Value	Estimated Return
\$2,100	\$36,750

*Avg LTV is assuming a \$300 avg job cost * 7 (the average number of times a customer would call the plumber for a job) Assuming 50% conversion on calls*

Life Care - Visits



Scenario: A life plan community with a mix of independent living apartment homes and assisted living suites needed to fill vacant units for long term life care.

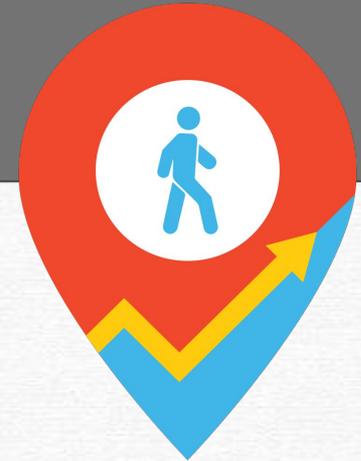


Results: The LocalAds Team identified the target audience by the behaviors of the adult child. The adult child was then remarketed to influence a scheduled appointment and then ultimately a visit to the property for a tour.

Monthly Budget	Monthly Results
\$5,000	18 visits / 4.33 sold
Conversion Value	Estimated Return
\$88,000	\$381,333

An average of 4.33 units were sold per 18 visits each month. The LTV is the value of the unit sold.

Retail - Visits



Scenario: A national mattress retailer wanted to generate more physical visits to their stores. They offered a free box spring promo with the sale of a mattress and wanted to get the word out to generate more foot traffic to their store.



Results: The LocalAds Team identified people who lived close to their store locations and had recently visited a competitor location or had recently moved to serve them ads and influence store visits.

Monthly Budget	Monthly Results
\$10,000	118 visits
Conversion Value	Estimated Return
\$1,200	\$28,320

Assuming 1 in 5 (20%) store visits resulted in a sale and assuming the average price of a mattress is \$1,200