

ROI Mantra helped Garage Door Repair increase their revenues from \$10 Million to \$50 Million in 3 Years.

GOALS

- Increase phone calls
- Increase booked orders
- Increase revenues



Issues

Garage Door repair had been running a national AdWords campaign for 3 years prior to teaming up with ROI Mantra. They had worked with many vendors and never been able to reduce cost and increase revenues at the same time. Brett Stave the VP of Marketing was running his Paid Media in-house. He wanted to dominate the national market and increase profit.

Results

\$130	\$48 Million	15	98%	60,000	\$11 Million
Cost of Paid Order	Revenues Increased	New Cities Serviced	Impression Share	Phone calls per month	Profit increased

Our Approach

Round the clock Management

Optimized media spend on Orders by connecting all the systems together and providing 12 hours of active campaign management everyday, 7 days a week for 365 days a year.

Expanded Market

Added PPC to 15 markets that had no Google Ads running because of high costs in the past. We added 15 markets at a lower cost than their established market.

Website/Landing Pages

To ensure users see the most geographically relevant ads and website, ROI Mantra developed sub-domains for each operational city. Updated to a responsive, mobile-friendly micro-site, with convenient touchscreen navigation and hot buttons for quick contact.

Data Management

We deployed a Data Management platform that integrated data from 3 disconnected systems that touched the customer at one point or another. These Data sets enabled ROI Mantra to optimize campaigns for profit and volume of booked orders.

Brett Stave
(VP Marketing)



“ In the last 3 years, ROI Mantra has made us believe in Google. It never worked before and now it's a dream”

REVENUE GROWTH WITH ROI MANTRA

