

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

Google

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 inhouse. 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 |
| Confidential & Proprietary | 1 | | | | | |

Confidential & Proprietary



Our Approach

Google

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

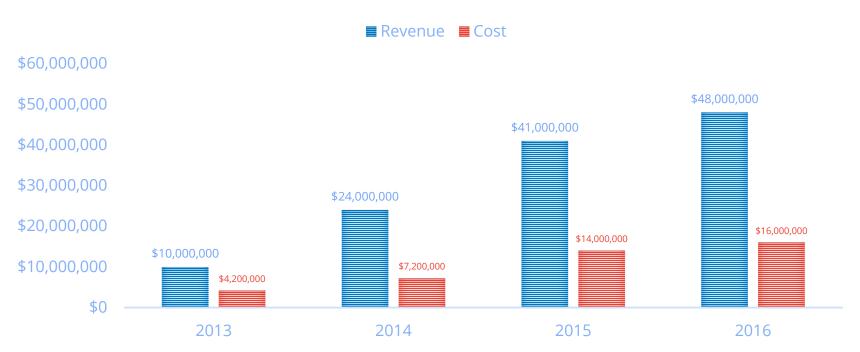
We deployed a Data Management platform that integrated data from 3 disconnected systems that touched the customer at one point or another. These Data sets enabled ROI Mantra to optimize campaigns for profit and volume of booked orders.







REVENUE GROWTH WITH ROI MANTRA



Google