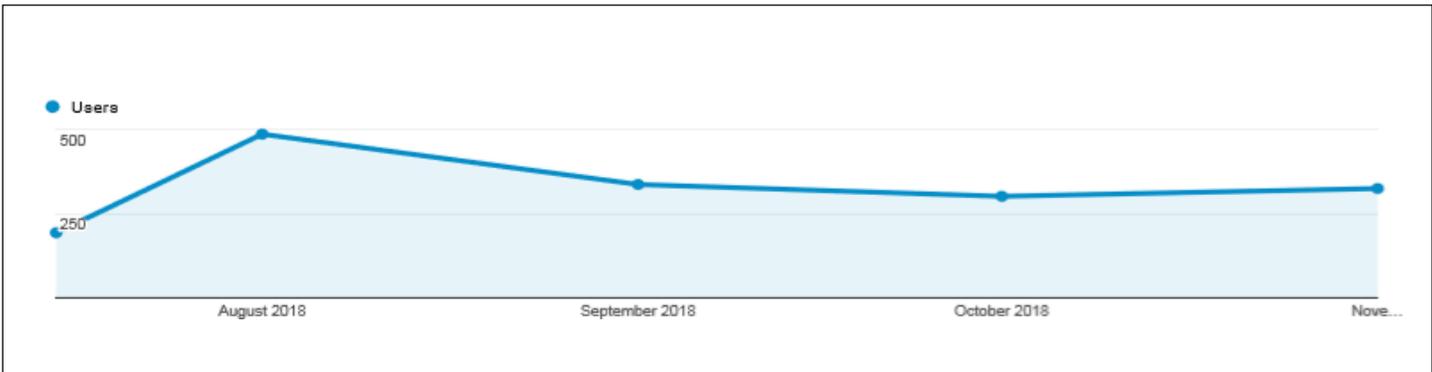


INDUSTRY Local Business Marketing – Event Equipment Rental



61 Goal Completions

LEADS GENERATED ↑ **61** *Phone Calls & On-line Bookings*

CONVERSION RATE ↑ **8%** *Lead Generation Ratio*

ROI ↑ **\$6,650** *Profit*

This customer has been with SocialSEO for 4 months. They are in our mid-level package for SEM plus Ad spend (\$2,000). The client’s goal was additional rentals through phone calls and on-line bookings. With a relatively low average order value, they were able to consistently see a positive return on their investment.