

Always Locksmith sees work order growth of 15% due to Google Mobile Ads campaign



Who they are....

alwayslocksmith.co.uk
Locksmith services

What they needed....

Increase customer base
Increase reach of targeted audience

What they did....

Create Google
Mobile ads campaign

What they accomplished....

15% increase in bookings

“Our AdWords search campaign had maximized its potential and Google Mobile Ads helped us expand our presence and increase our revenue”.

*Assaf Touboul,
Always Locksmith co-owner and CEO*



Always Locksmith Ltd is a leading locksmith service in the UK. The company's core business is emergency locksmith services such as car and house lockouts, burglary repairs, and lock changes. The company provides 24/7 emergency call out services. In order to maximize their client base, Always Locksmith decided to reach out into the search engine industry, hiring the services of Compucall Web Marketing, a prominent Search Engine Marketing (SEM) Agency.

Reach out to your Customers

In order to find potential customers searching for emergency locksmith services, a set of specific product landing pages were created and a Google AdWords campaign was set up. Since conversions in the locksmith industry are usually performed offline (ie. telephone based), the challenge is increasing the number of phone calls, and ultimately increasing the potential amount of work orders. Compucall first step was to create search campaigns for Always Locksmith and to maximise their exposure to potential clients.

Compucall second step was to try and broaden Always Locksmith customer base while keeping their reach targeted. Generally speaking, emergency locksmith services are most needed when a person is not sitting in front of a personal computer. Therefore, a decision was made to try and expand the customer base by leveraging Google Mobile ads. Google mobile ads are a cost-effective way to extend the reach of AdWords campaigns to the growing number of users who search and browse the mobile web from their phones.

About Google Mobile Ads

Google mobile ads are a cost-effective way for you to extend the reach of your AdWords campaigns to the growing number of users who search and browse the mobile web from their phones. Google currently offers two types of mobile ads. The first is our standard mobile ads - these ads are text and image ads that appear on phone with WAP browsers. The second type of mobile ads is ads that run on iPhone and Android devices. You do not have to adapt your text or image ads to appear on these devices.

Go Mobile

According to eMarketer.com statistics, in 2008 there were 4.5M UK subscribers searching on their phones. Google is one of the leaders in the UK mobile search market. The launch of the 3G iPhone in July 2008 gave the market a big boost that has kept increasing rapidly.

How was this done

A company WAP (**wireless application protocol**) page, which is designed especially for mobile devices, was created in order to reach out to all of the UK mobile users. Mobile AdWords ads were inserted into the AdWords campaign. The ad not only enables the user a "Click to Call" option but also directs the users to the landing page where more information is available where a call can also be made from. The results were phenomenal!

Booking Boom - 15% increase

Right after the mobile ads were launched, Always Locksmith started to receive phone calls originating from mobile search. The results were quick to follow, and the number of work orders increased by 15%. As Erez Cohen, Always Locksmith co-owner and GM stated, "Customers were very pleased to find an immediate response to their emergency needs". Looking ahead, Always Locksmith views Google AdWords as an integral part of their business model and their main driver for expansion.

"Google Mobile ads enabled us to help local customers with their emergency needs, all within a reasonable budget."

*Erez Cohen,
Always Locksmith co-owner and GM*

