



“SMB advertisers consistently report that they buy and judge media based on performance”

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Tru Measure Case Study: Dental Advertiser

Campaign Details

- New digital advertiser
- Previously used ReachLocal
- 4 Month contract
- \$3,000 month spend
- Landing Page/Reputation Intelligence/ ROP/ Facebook/SEM/BT/Mobile
- Dashboard
- GOAL: Appointments

Results

- Continues to renew; active since June 2012
- Increased to \$5,000 at 1st renewal
- Increased to \$6,000 at 2nd renewal
- Reduced to \$3,000 at 3rd to fund TV campaign
- Increased back to \$6,000 at 4th renewal after poor TV ROI