

CASE STUDY: DIGITAL

Precision Waste Services

A family-owned, full-service waste solutions provider in Georgia tapped Majority Strategies to recruit new, residential customers in a targeted market.

Majority Strategies devised a campaign to identify homeowners who were not Precision Waste customers and target them online.

The multi-pronged campaign involved desktop display, search, remarketing, social and mobile advertising and was executed over three months.

THE RESULTS:

The campaign generated millions of targeted impressions across channels, which yielded hundreds of calls into the company requesting a quote for service.

By targeting the right individuals across multiple mediums, we saw very high engagement rates. For example, the click-thru-rate on mobile was 1.5% or three times greater than industry average.

*From a \$25,000 investment, Precision Waste Services acquired over **600 new customers**. This was estimated to generate annual revenue in excess of **\$140,000 or more than a 5X return on ad spend**.*



“With engaging digital ads targeting likely customers in the region, we were able to grow market share without wasting money on TV or radio. After years of experimenting with various types of marketing, digital advertising proved to be undeniably effective.”

– Robert Allen Wilson,
Founder & President
Precision Waste Services

