

CLIENT: Lane's Flooring & Tile **LOCATION:** Martinez, CA **CATEGORY:** Home Services **LINK:** http://www.yelp.com/biz/lanes-flooring-and-tile-martinez

THE CHALLENGE:

Faced with the challenge of building a specialty flooring business from the ground up, Lane's was focused on attracting new clients. **Recognizing Yelp as an intersection between authentic word of mouth reviews and a large new client base,** Lane's Flooring & Tile decided to invest in Yelp Ads.

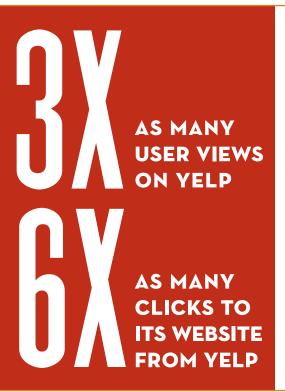
THE SOLUTION:

Yelp helped Lane's increase traffic to its Yelp profile with an annual advertising package that provided:

- Targeted ad placement for 'flooring', 'tile', and similar searches in its service area
- A dedicated account manager to optimize its Yelp Ads, and
- Business tools to allow Lane's to track the success of its ad program

THE RESULTS:

Since beginning its annual ad package in September 2011, Lane's Flooring & Tile has seen **3 times as many** user views of its Yelp listing, and **6 times as many** clicks to its website from Yelp users. (Calculations based on comparing performance the month before to the sixth month after initiation of ad program).



"The authenticity of Yelp's reviews convinced me that our money would be well spent on Yelp advertising." -MICKEY, OWNER