

yelp Case Studies

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).

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ON YELP

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CLICKS TO
ITS WEBSITE
FROM YELP

“The authenticity of Yelp’s reviews convinced me that our money would be well spent on Yelp advertising.”

-MICKEY, OWNER