



Success Story: RealTurf USA

Products: Search Engine Marketing (SEM)

The Challenge

RealTurf USA is a nationwide distributor of artificial grass that manufactures in Spain, imports to Texas, and distributes throughout the United States. Not having physical locations outside of Texas was making it hard for the company to expand to new states. General Manager Carlos Bataller knew that one way people could find RealTurf was through the internet, but wasn't sure how to get started.

"We knew that there was a need for artificial grass, and we knew that people were searching for it online, but we didn't know how to get in front of those people."

The Solution

One of RealTurf's distributors recommended ThriveHive to Carlos after having had a positive experience themselves. Carlos and his ThriveHive representative reviewed his business goals and decided that SEM would help RealTurf target new markets and develop new distribution channels. Additionally, ThriveHive's SEM program utilized landing pages designed specifically to drive leads, helping to enhance Real Turf's campaign performance." As the campaign progressed, Carlos' representative helped him further optimize and refine the campaign with new targeting tactics.

The Results

New Distribution Channels

RealTurf's SEM campaign has been largely successful and has helped to achieve the company's goals of expanding into new locations. To date, RealTurf has opened in over 12 new cities with the help of ThriveHive. "ThriveHive has opened doors for us that allowed us to find new customers," says Carlos. "We needed them."

A Nationwide Brand

These digital marketing efforts have done more than just create new distribution channels for RealTurf. "The internet has helped us to be everywhere, even in the places we're not physically located," says Carlos. "Going digital has given us a lot of power. It has given us a name."

The ThriveHive Experience

Carlos now has a new appreciation for digital marketing.

"It's not that I didn't believe in digital marketing, I just didn't know the power of the internet. The first thing people do now when they want to find something is they Google it. They don't go to the Yellow Pages or magazines. Digital is the way to get in front of them and we have proven that for ourselves with ThriveHive."

- Carlos Bataller, General Manager

Carlos is also appreciative of the relationship he has formed with ThriveHive. "[My account representative] has been amazing. Great customer service. I didn't think anyone could work the way she does. She's always fast and responsive. We're very happy with her!"



4,158 clicks to ads with
4-6% CTR



340 phone calls
2+ minutes on average per call