Success Story: Northern California Roofing

The Challenge
Northern California Roofing Company provides a full range of roofing services for both residential and commercial properties. Despite being in business for over 25 years, they noticed they were losing business to competitors. “We wanted to get more customers and we knew we needed to go digital, but we didn’t know where to start,” says Zack Klinkovsky, General Manager.

The Solution
When Zack was vetting digital marketing agencies, he noticed something different about ThriveHive. “They didn’t just tell me what they do. They showed me the knowledge and facts behind it and explained why they do it.”

Zack’s ThriveHive representative reviewed his goals with him and decided that a variety of ThriveHive services would help his business grow including Display Advertising, Live Chat, Retargeting, SEM, SEO, Social Advertising, and a Website.

The ThriveHive Experience
Zack appreciates that ThriveHive doesn’t just run the campaigns for his company in isolation. “I’m not a tech guru. I want to be given, and not fight for, information that I can use to move forward, and ThriveHive makes that possible for me. They make it so I can understand what’s going on and quantify it down to the dollar amount I’m spending.”

Zack also feels that it is easy to provide input. “If I request a change, it is done within the day. I don’t have to wait a week and a half. It’s just done.”

Additionally, Zack is very happy with his ThriveHive representatives and dedicated Account Manager for the attention to detail they provide.

“They are phenomenal! They make what we do easier. [My representatives] even listen to every phone call we have and give me feedback on the data. They go above and beyond! I’m very happy with my experience with ThriveHive.”

- Zack Klinkovsky, General Manager

-**Display Ads**
  - 703,693 impressions | 586 clicks | .08% CTR

-**SEM Ads**
  - 604 leads | 12% conversion rate
  - 30K impressions | 2.37% CTR

-**Social Ads**
  - 24,934 users reached | 2,773 clicks
    (Targeting a specific geographic area)
  - 3,680 users reached | 464 clicks
    (Targeting an audience based on an uploaded email list)

-**New Leads Generated from Live Chat**
  - 219

-**Increase in Website Engagement and Average Time on Page**
  - 21%

*SEM, Display Advertising, Social Advertising, and Live Chat statistics are from a 6-month time period. SEO data is comparing year over year performance based on Google Analytics.