



## Success Story: Hager Furniture

Products: OnTarget - Targeted Display | Retargeting

### The Challenge

Hager Furniture is a family owned and operated business based out of Palmerton, PA that offers a full range of furniture, bedding, window treatments, and floor coverings. The company has been serving the Lehigh Valley region for over 60 years and had previously been relying on print advertising and word of mouth as their primary forms of engaging with potential customers. Jeff Hager, the longtime owner, knew he needed new ways to drive leads for his business, but didn't know about the tremendous benefits of digital marketing.

### The Solution

When a ThriveHive representative contacted Jeff, he immediately noticed a difference between ThriveHive and other digital marketing companies that had reached out to him. "I've had other companies approach me about digital marketing in the past, but I never had anybody explain it as simply to me as ThriveHive. Because I'm not that familiar with technology, the fact that they explained the benefits to me in terms I could understand was a key deciding factor for me. I really appreciated that."

Jeff's ThriveHive representative reviewed his goals with him and together they determined that On-Target Targeted Display and Retargeting would help him grow his business.

### The Results

With the proper marketing tactics in place to help Jeff get found by the people who want his products, Jeff began seeing immediate results.

"I figured I would try running digital ads just for a little just to see if it would work, and they worked! The ads worked fantastic right from the start. My representative knew exactly what steps we should take to reach my goals, and it really got my business to where I wanted it to be."

### The ThriveHive Experience

Jeff is very happy with the results from his ThriveHive campaigns, not only from the success of the ads, but also the great customer support from his ThriveHive team. "I appreciate how my representative is always available to help whenever I have any questions. They have excellent customer service."

*"My end goal was to let more people know about what we do in a few specific areas of my business, and now, my business has increased positively in every one of those categories for four straight years! Combine that success with their exceptional customer support, and they are clearly distinguished from the competition."*

- Jeff Hager, Owner