

yelp Case Studies

CLIENT: J & C Import Car Care
LOCATION: North Hollywood, CA

CATEGORY: Auto
LINK: www.yelp.com/biz/j-and-c-import-car-care-north-hollywood

THE CHALLENGE:

After more than 40 years in business, J&C needed a new approach to acquiring customers. With a business model focused on providing superior customer service, **J&C recognized online reviews as a great channel to attract new customers.** To capitalize on this opportunity, J&C decided to increase its presence on Yelp by purchasing an annual advertising program.

THE SOLUTION:

J&C chose an annual advertising package that:

- Provided targeted ad placement when potential customers searched for 'car care' and related terms in the North Hollywood area
- Removed competitors' ads from its Yelp listing, and
- Included a professionally shot video of J&C's business to display on its Yelp listing

THE RESULTS:

Since initiating the advertising program in May 2011, J&C has seen a **46% increase** in user views of its Yelp listing and a **46% increase** in clicks to its website from Yelp. (Calculations based on comparing performance the month before to six months after initiation of ad program).

46% INCREASE IN USER VIEWS ON YELP

46% INCREASE IN CLICKS TO ITS WEBSITE FROM YELP

31% INCREASE IN MOBILE CALLS FROM YELP USERS

“Yelp has been the best advertising money we've spent in 15 years. Period.”

-PAUL, MANAGER