



ON A RECOMMENDATION FROM ANOTHER LOCAL BUSINESS, MICHAEL CONTACTED REACHLOCAL TO SEE WHAT THEY COULD DO DIFFERENTLY, AND HAS NEVER LOOKED BACK.

ROVA RENTALS

ABOUT

Rova Rentals is a startup company from Sydney's western suburbs, providing a variety of commercial, utility and light vehicles for hire at competitive rates.

CHALLENGE

Despite spending \$100 per day with another marketing agency, Rova Rentals were not getting quality leads from their Search Engine Marketing. They were told they'd need to increase their Google Ads spend to get more leads coming in.

SOLUTION

ReachLocal have been able to provide a dramatic increase in site visits and calls for the same budget. We've achieved this through our Conversion-Based Optimisation Technology and Machine Learning, as well as the high level of service provided by our Marketing Experts. We've segmented Rova Rentals' campaigns for vehicle type, and have refined their keywords, added call extensions, and dynamic headings and landing pages.

RESULTS

Rova Rentals is receiving more than 75% of their total leads from ReachLocal's search campaigns. In 11 months ReachSearch has delivered 12,350 website visits, and 1,268 leads, which is an average of 110 leads per month. The huge influx of leads has meant Rova Rentals needed to expand their fleet by 300% to meet customer demand, and are looking open in an additional location before the end of the year.

"Within a short period of time the phone inquiries and Internet bookings increased markedly. Switching to ReachLocal was the best move we ever made."

Michael O'Donnell
Manager
Rova Rentals