



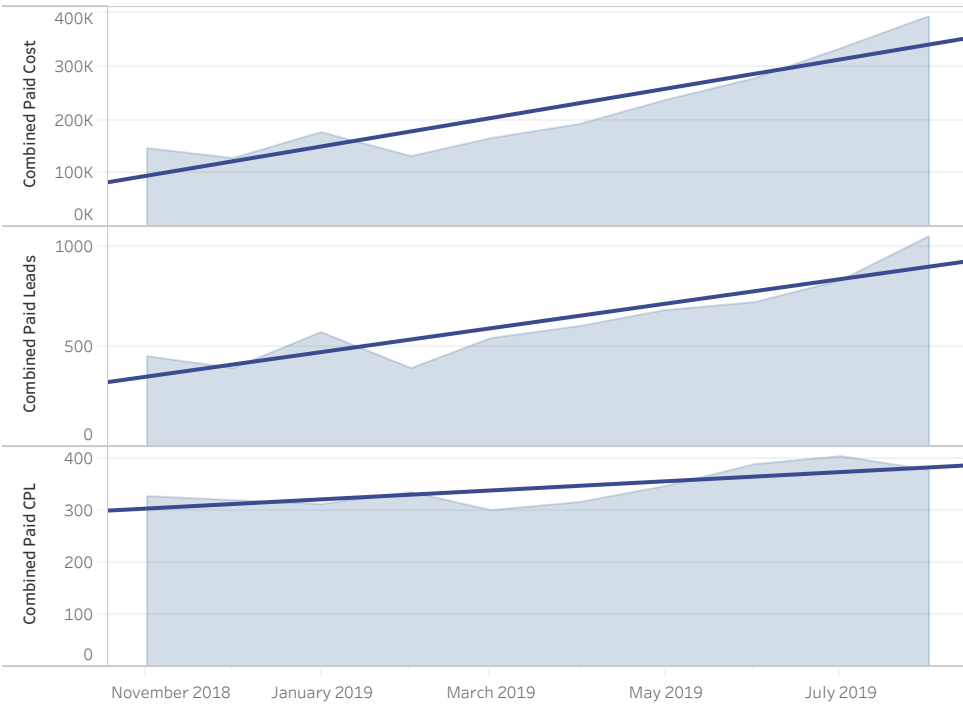
About the client: Industrious offers premium coworking spaces, with +75 locations across 40 cities in the United States. This business model provides a unique challenge with opening of new locations and ever-changing priorities (e.g. occupancy levels).

Industrious gave us two goals:

1. Fast Expansion & Volume Increase
2. Doing Number 1 with stable CPL

1. Since working together with **algofy**, leads coming from Paid Traffic have **increased by 131%**. Based on performance they have **increased investment by 166%** on Paid Search + Social, while **Cost per Lead (CPL) only increased by 15%**.

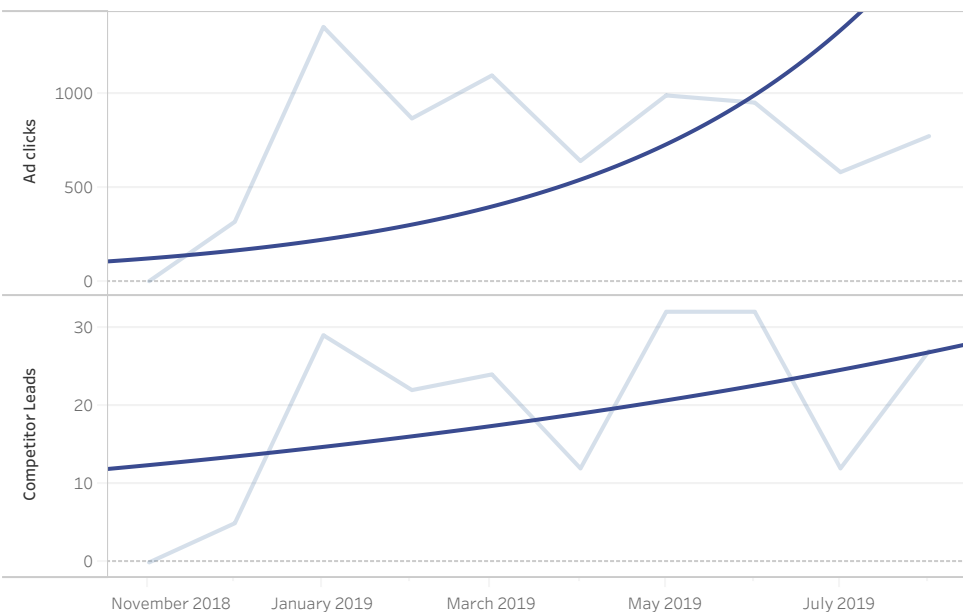
Combined Overview Stats



2. Before working with us Industrious had not really tried targeting competitors. In order to scale an account quickly you will have to test new strategies and be bold to uncover new areas.

25% of non-branded leads came from competitor terms over the first 6 months.

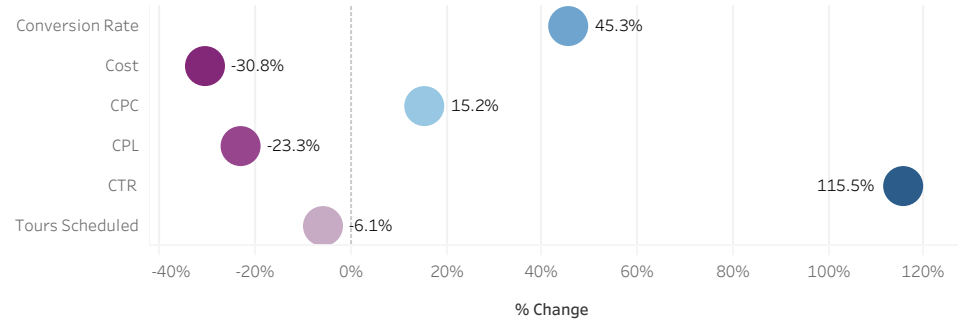
Competitor Leads



algofy is made up of people who have one thing in common ... a shared goal to show our clients that they are more than just clients. We seek to build real and lasting business relationships. Our success depends on you seeing us as a true partner in the growth of your business, and we go above and beyond to prove that point.

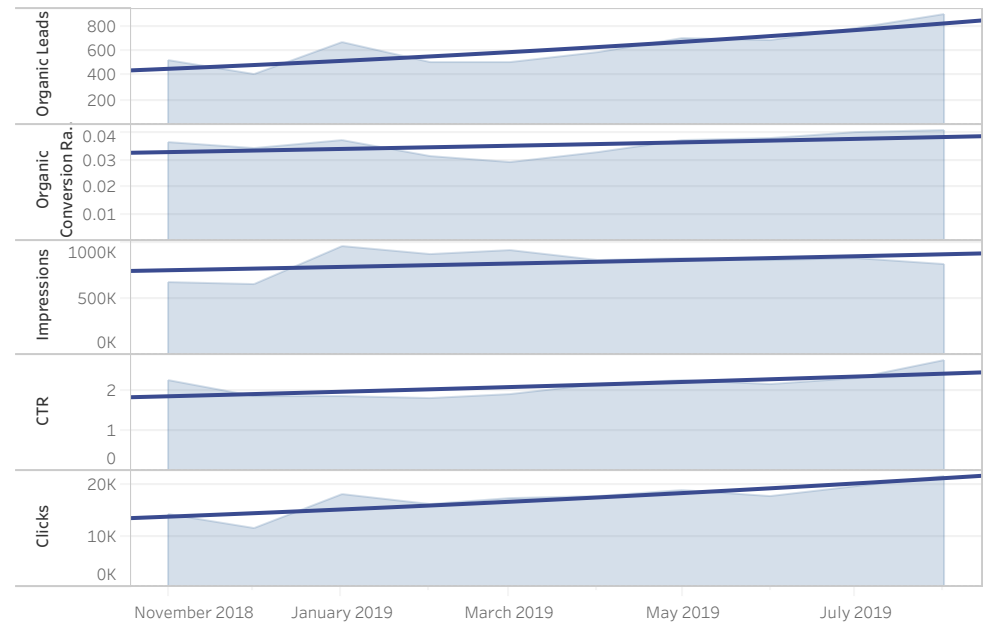
3. As a local business, it is crucial to localize keywords and ad copy to be most relevant to your audience in targeted geographic areas. Even though we paid higher CPCs, we had a more than **double CTR** and nearly **50% greater Conversion Rate** on localized terms -- this led to **23% lower CPL**.

Location vs Non-location



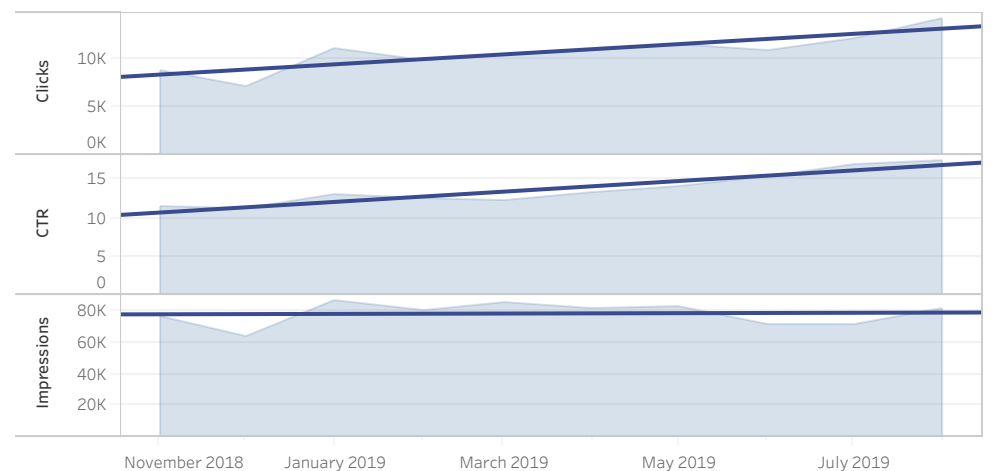
4. We ran regression and correlation analysis to determine markets and keywords where greater investment would lead to the highest increases in Organic CTR and Leads. As a result we saw **Organic Leads more than double**, with a higher **Conversion Rate** and **50% increase in CTR**.

Organic Correlation



5. These increases in Paid Traffic investment and Organic impact have resulted in significant increases in Branded Traffic. Growing the brand is the ultimate goal in cr..

Brand Lift



Let's get in touch!

Interested in a **FREE** account audit?

We will perform a thorough review of your account and point out specific PPC opportunities that will help take your sales to the next level.

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