

# A Oneupweb Case Study.

1-800-GOT-JUNK?®





[WWW.1800GOTJUNK.COM](http://www.1800gotjunk.com)

**1-800-GOT-JUNK?**  
THE WORLD'S LARGEST JUNK REMOVAL SERVICE

## 1-800-GOT-JUNK?<sup>®</sup>

Brian Scudmore found a way to earn money for college—back in 1989 the 18 year old student offered to haul away rubbish that the city garbage haulers and Salvation Army wouldn't remove. Today, 1-800-GOT-JUNK? is a full-service junk removal franchise with over 250 locations in the United States, Canada and Australia. The company offers both residential and commercial services and prides itself on its exceptional customer service.

### » THE CHALLENGE:

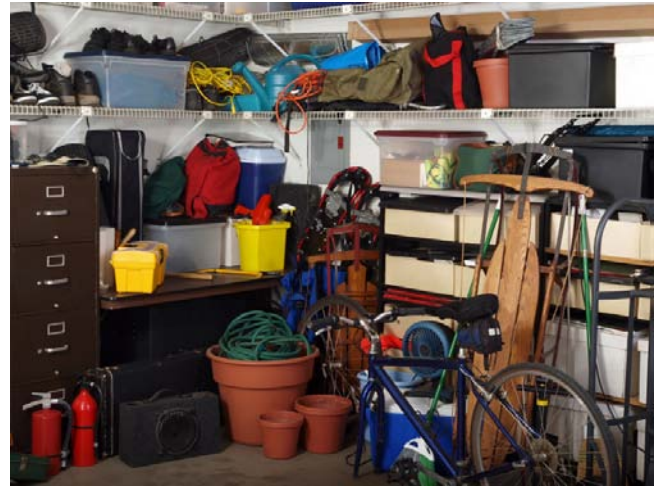
Prior to working with Oneupweb, 1-800-GOT-JUNK? had been using an ad agency to manage its paid search campaign with declining results. The height of the season had passed but 1-800-GOT-JUNK was eager to revive their efforts; it was important to recover lost ground on keyword quality scores before heading into the next "clean-up" season. They asked Oneupweb to help with the following:

- \* Improve the cost per acquisition (CPA) and expand the pay-per-click (PPC) campaign
- \* Expand project to include geo-targeted campaigns focused on attracting franchisees
- \* Increase click-through-rates (CTR) and conversions across the board

## » THE RESULTS:

- \* In spite of the expected drop in consumer interest that generally accompanies the end of the “clean-up” season, 1-800-GOT-JUNK? saw traffic from paid search double in the first month of Oneupweb’s management.
- \* The visits from paid search ads soared to 207 percent within the first year.
- \* Oneupweb’s paid search team successfully maintained the overall budget, adhering to stringent cost per acquisition goals while driving up conversion rates.

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## » THE TACTICS:

Oneupweb took on aggressive management tactics to breathe life back into the pay-per-click campaign during the season when traffic to 1-800-GOT-JUNK? was typically slow. The plan included a keyword strategy review as it related to the markets being developed. The paid search team focused on expanding the reach of the campaign and rigorously maintained the overall budget, adhering to stringent cost per acquisition goals. In addition, the team implemented and managed over 500 unique ad campaigns to drive business local franchises.



## » The Takeaway:

Your customers and prospects are looking for your products and services online. They're conversing with friends on Facebook, scouring blogs, consulting iPhone apps, using search engines and more. Are you there to greet them?

At Oneupweb, we'll ensure they find you—no matter where or when they're looking. We're relentless when it comes to connecting brands to consumers with digital marketing. It spelled success for 1-800-GOT-JUNK?, and it can for your brand, too. Because everybody's looking for something special, and there's nothing better than finding it.

**FIND WHAT YOU'RE LOOKING FOR AT ONEUPWEB.COM.**  
REQUEST A PROPOSAL TODAY.