

Case Study:

Moving Company Increases Sold Services by 54% in Non-Peak Season with fullthrottle.ai

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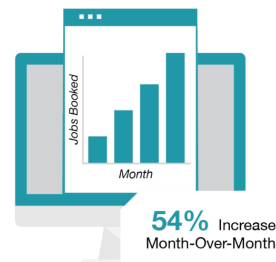


Challenge

A single-market moving company wanted to increase their moving services revenue during their off-peak season. However, they struggled with booking services in the months outside of summer.

Their goal was to use fullthrottle.ai during their slower months to identify prospective clients visiting their website and increase their lead pipeline, thus increasing sold services.

Using fullthrottle.ai's patented technology, this moving company experienced a 54% increase month-over-month in sold services!



Results

Once fullthrottle.ai installed on their website, it transformed their previously programmatic audiences into household-based, first-party data audiences. fullthrottle.ai has the distinct ability to capture real-time in-market website visitors. The moving company ran display (desktop and

mobile) and social media (Facebook and Instagram) which generated over 900,000 impressions in total.

Per month, fullthrottle.ai identifies 650 households on average for this moving company. In addition, they have seen site traffic increase year-over-year, with 85.7% of identified households coming to their website via organic search.

As a result of the identified households and deploying advertising from fullthrottle.ai, the moving company increased their services booked by 54% month-over-month. fullthrottle.ai's ability to identify geographic locations also gave the moving company key insights to expand their radius by 10 miles to reach at least 20 additional households each month.

On average, the moving company's website visitors will take more than 45 days to purchase from their first visit. Due to the lengthy decision-making process, our **Immersive Household**[®] managed advertising helps to keep their moving company top of mind for the entire household.

The moving company originally had not planned to use fullthrottle.ai's technology in the summer months due to their inability to meet demand. However, once they saw an increase in leads from the expanded radius targeting, they decided to stay partnered with fullthrottle.ai during their peak season. In addition, they are now running a separate campaign to support long-distance and cross-country moves.

Increase Your Lead Pipeline

SCHEDULE A DEMO

Use fullthrottle.ai to increase your conversion rates and generate more revenue

fullthrottle.ai[™]

Generating and transforming 1st party household data for Agencies, Media, & Brands – with no reliance on cookies or mobile ad IDs. Powered by Patented Technology.

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