

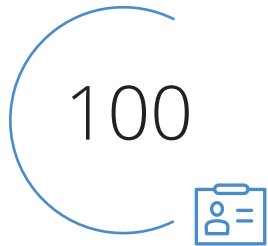
# HIBU CASE STUDY | Central Roofing

## Digital marketing success that can take your business through the roof



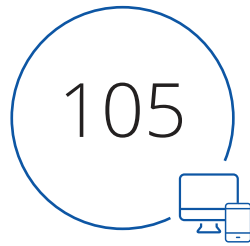
A synchronized mix of Hibu traffic and awareness products was put in place to help Central Roofing focus on higher ROI and get a bigger lift in business than their previous marketing efforts delivered.

### Established Their FOUNDATION



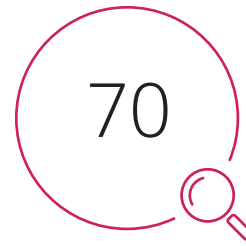
**percentage point reduction in their listings error rate**  
from 100% to 0%<sup>1</sup>

### Built Their PRESENCE



**clicks-to-call + 8 contact forms submitted**  
**+ 1,770 clicks** to their Website\*

### Drove Targeted LEADS



**calls** from their Search campaign  
**+ 1,011 clicks** to their site from Search and Display\*



"Almost a third of my business comes from the incredible marketing strategy and assistance [that Hibu provides]."

- Will Bates, Central Roofing

Central Roofing's Hibu campaigns have helped them build their brand awareness, connect with customers and ensure correct, consistent business information across the Web.

<sup>1</sup> Hibu internal data as of May 18, 2018.

\*Hibu internal data from Sept. 2017- Feb. 2018.

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