

Netsertive's Platform Transforms an Industry Leader's Digital Advertising Program

Greater transparency, insights, and lower cost-per-lead across locations drive performance for Mosquito Shield.

The Challenge

Mosquito Shield, a leader in residential mosquito and tick control, was looking to gain more clarity and transparency into how their digital advertising was performing across each of their individual locations and their entire network as a whole. Netsertive was brought in to provide that level of transparency and insight while also driving more leads through inbound phone calls and website traffic—all at a lower cost than their current agency.



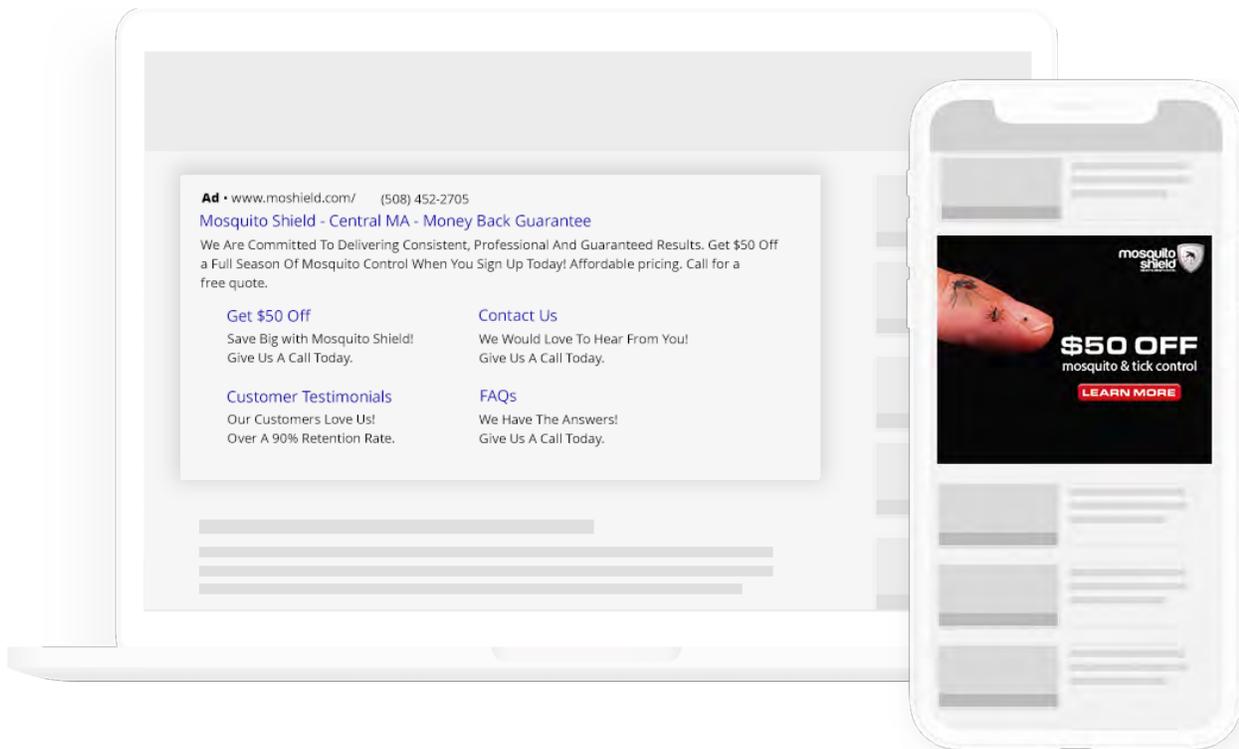
The Solution

Starting with a pilot of four Mosquito Shield locations, Netsertive used its Digital Advertising Platform to deploy localized search, display, and social ads with custom media plans, creative, and budgets for each location—optimized for producing a low cost-per-lead. After the campaigns were underway, the Platform’s real-time insights made it easy to identify and make daily updates to budget and channel allocation in order to refine campaign performance for each individual location.

Mosquito Shield was able to log into Netsertive’s Analytics Dashboard to gather powerful business

insights in real time. They were able to view their performance metrics at both the network and individual location level, while also listening to their inbound calls and tracking web traffic and leads.

Netsertive’s technology and this level of precise media planning, optimization, and insights by location, gave Mosquito Shield the level of performance and campaign transparency they could not receive from an agency. Mosquito Shield has since expanded the program to additional locations after recognizing a **32% decrease in their cost-per-lead.**



The Results

32%

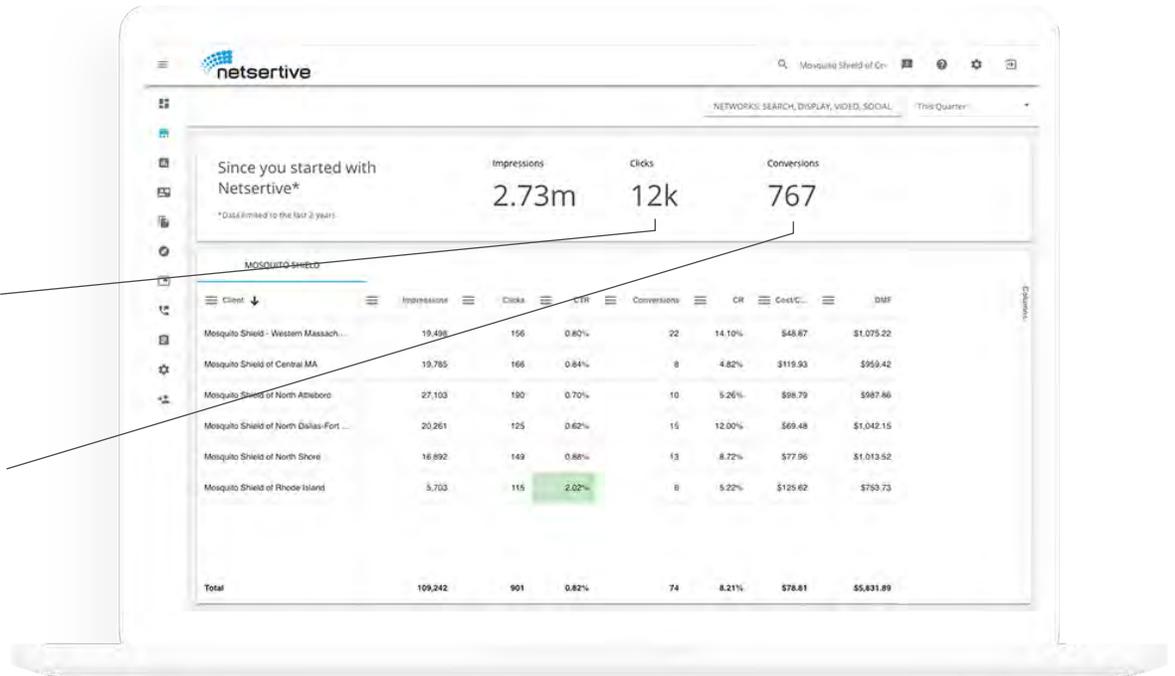
Decrease in
Cost-Per-Lead

12,066

Clicks

767

Conversions from
Phone Calls and Form
Submissions



“Switching to Netsertive enhanced our digital advertising program with a heightened degree of transparency and proactive campaign management. We were able to see budget allocation and performance by channel, format, and location, and even listen to inbound phone calls to ensure the sales room was properly handling leads. This level of transparency and control allowed my team to better understand how each location’s campaign was performing, allowing us to make better decisions for our franchisees.

Overall, we have been extremely satisfied with the results.”

Adam Noble,
VP of Marketing
Mosquito Shield

