

### Background

**WR Gay** is a leader in the pest control industry in Melbourne. For more than 50 years, it has provided a personalised, friendly and professional service to domestic and business customers.

Juanita McCreery is the company's brand manager. With ten years' experience she is well-versed in twenty-first century web marketing. She was looking for cost-effective ways to further develop and strengthen her company's market leadership.

**"We use the web for most of our marketing,"** she says. "If people find pests in their home or workplace, the web is where they go first. We've been using SEO very effectively to maintain a high Google page rank, and like most businesses, we've had mixed results with Google Adwords.

### Challenge

Over the years, WR Gay has found that the majority of sales and lasting business relationships start with a phone enquiry. "The Internet hasn't changed that," says McCreery. "Today, most people use the web to find our number and to read about what we do."

"We do receive plenty of email enquiries, and as far as Google Analytics goes, these are easy to correlate with Adwords' campaigns. But most of our revenue and our optimum cost-of-sale business comes from people who actually pick up the phone because they want to get the job done. People who come to us via email tend to be researching all the pest control companies that they can find, and they are often more inclined to buy on price rather than reputation."

### At a Glance

Business established 1960  
 Industry: Domestic and business services – pest control  
 Website: pest-control.com.au

### Challenges

- Data-driven identification of the most cost-effective tactics to develop and capitalise on a market leadership position
- Maintenance and defence of high Google page rank
- Identification of precise search terms, Adwords, browsing behaviours, and promotions that trigger *the most sales-effective inbound phone calls*
- Highly-specific reporting correlated with sales-generating inbound calls – improving on the "too generic" data previously available

### Solution

- Call Dynamics:
- Was neatly and simply integrated into existing the company's Google Analytics workflow
  - Provided real-time return on investment call tracking

### Results

- Evidence-based confidence to continue or increase spending on the marketing tactics that trigger the most sales-effective calls
- Real-time data is proving invaluable in a seasonal business like pest control
- Call dynamics demonstrated that "seasonal Adwording" was not as effective as targeting general search terms
- "Now, when the phone rings, we know why."

McCreery was keen to identify the search terms, the Adwords, the browsing behaviours, and the promotions that were triggering the most sales-effective inbound phone calls. "We couldn't track that with Google Analytics alone," she says. "It was pretty much guesswork before Call Dynamics. Reports from our web-marketing agency are good as far as they go, but they are too generic, and not correlated with inbound calls.

### Solution

"We learnt that Call Dynamics' could deliver just what we needed and, better still, that it could be neatly and simply integrated with our existing Google Analytics workflow. It enabled us to capture the return on investment information that we wanted, and we can see the data in real-time. This is a big advantage for a seasonal operation like pest control.

### Results

WR Gay now has real-time return on investment call tracking information. When the phone rings, the company knows why. It can confidently continue or increase spending on the advertising that actually triggers the most calls.

"We also discovered something we weren't expecting," says McCreery. "Because insect and other pests are seasonal, we were bidding on Adwords accordingly – it's wasps right now, for example. We found that this seasonal Adwording didn't work as well as more general "pest" search terms. Google Analytics data for triggers for email enquiries didn't indicate this strongly one way or another, but it was very obvious with Call Dynamics tracking."



JUANITA MCCREERY

**McCreery says that she is very impressed with the results and the Call Dynamics relationship so far.**

**"It's now a vital part of our marketing and there is much more detail than we were expecting."**

**Juanita McCreery - WR Gay's Brand Manager**

### Next Steps

Call Dynamics continues to work with WR Gay and its other clients on refining the call tracking and analytics information it provides.

McCreery says: "They have been more than accommodating. When I couldn't find information about total calls during a specific time frame with just a single click, they listened to my feedback and modified the user interface to accommodate my suggestion. They did the same when I asked to be able to easily compare new, returning, and anonymous callers.

**See how Call Dynamics can improve your marketing ROI**

**Try it now**