

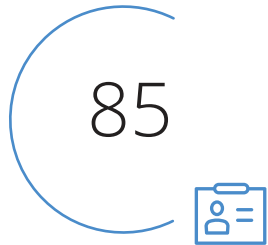
# HIBU CASE STUDY | Acme Rods Inc.

## Find the right digital marketing mix to fuel dramatic business results



Acme Rods worked with Hibu to build a custom digital marketing solution specially designed to turbo charge traffic to their Hibu Website with Reviews, Search, Display and Social campaigns.

### Established their FOUNDATION



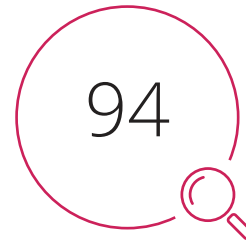
**percentage point reduction in their listings error rate**  
from 89% to 4%

### Built their PRESENCE

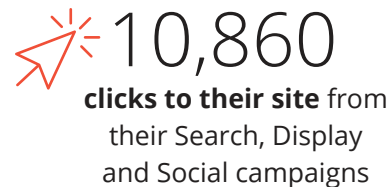


**click-to-call actions on their Website\***

### Drove targeted LEADS



**calls from their Search campaign**



Acme Rods' goal was to rev up the number of clicks their website received – and Hibu outperformed by delivering clicks, calls and more accurate business information across the Web.



"[Hibu] generates 60%– 70% of the leads I get in a given week. For every \$1 dollar we've put in, we've made \$5 back."

- Alex Hoffman, Acme Rods

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