

Your Partner in Digital

Specialists in the
Windscreen Industry

adtrak.





Forward-Thinking Lead Generation

We help windscreen companies get more customers through strategic digital marketing.

- ▶ We work with **11 windscreen businesses**
- ▶ We generated over **50,000 leads** for these clients in 2019
- ▶ This produced over **£7.5 million** in overall revenue
- ▶ This is an average of over **£681,000 per client**

Looking for more leads for your business? **Let's work together.**



We Understand Your Industry

Motor Vehicle Maintenance & Repair in the UK

We're specialists within the windscreen industry and provide digital transformation for our clients.

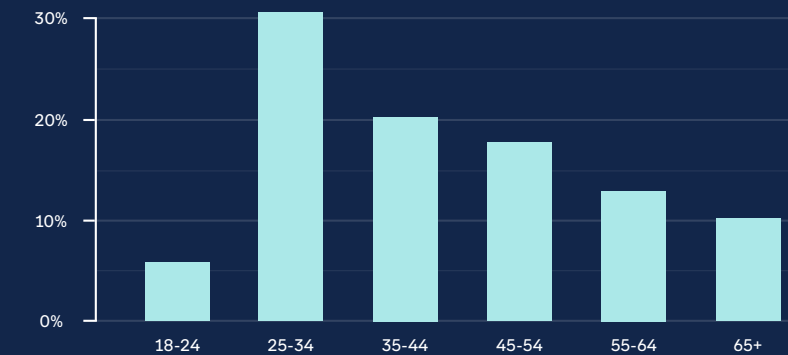
- ▶ The motor vehicle maintenance and repair market is worth **£28 billion** per year
- ▶ There are **45,789 motor vehicle maintenance** and repair companies in the UK - and growing
- ▶ Market growth is at **3.1%** per year

0115 959 8900 | hello@adtrak.co.uk | www.adtrak.co.uk



Market Demographics

Age



Gender





Conversions

35.25

Avg. Monthly
Conversions

November

Month with the
Most Conversions

Monday

Day of the Week with
the Most Conversions

10AM

Time of Day with the
Most Conversions

Digital Strategies Designed For Success

Technology has fundamentally altered the way we search for windscreen repair and replacement services.

The customer is now online, making the search engine results pages incredibly competitive.

On average:

- ▶ There are **22,200** monthly Google searches for 'windscreen repair' in the UK
- ▶ There are **14,800** monthly Google searches for 'windscreen replacement' in the UK
- ▶ There are **6,600** monthly Google searches for 'windscreen chip repair' in the UK



How Are People Searching for Windscreens Online?

62%

▶ of searches are
from a **mobile**

30%

▶ of searches are
from a **computer**

8%

▶ of searches are
from a **tablet**

Case Study: Screentec Windscreens

► The Strategy

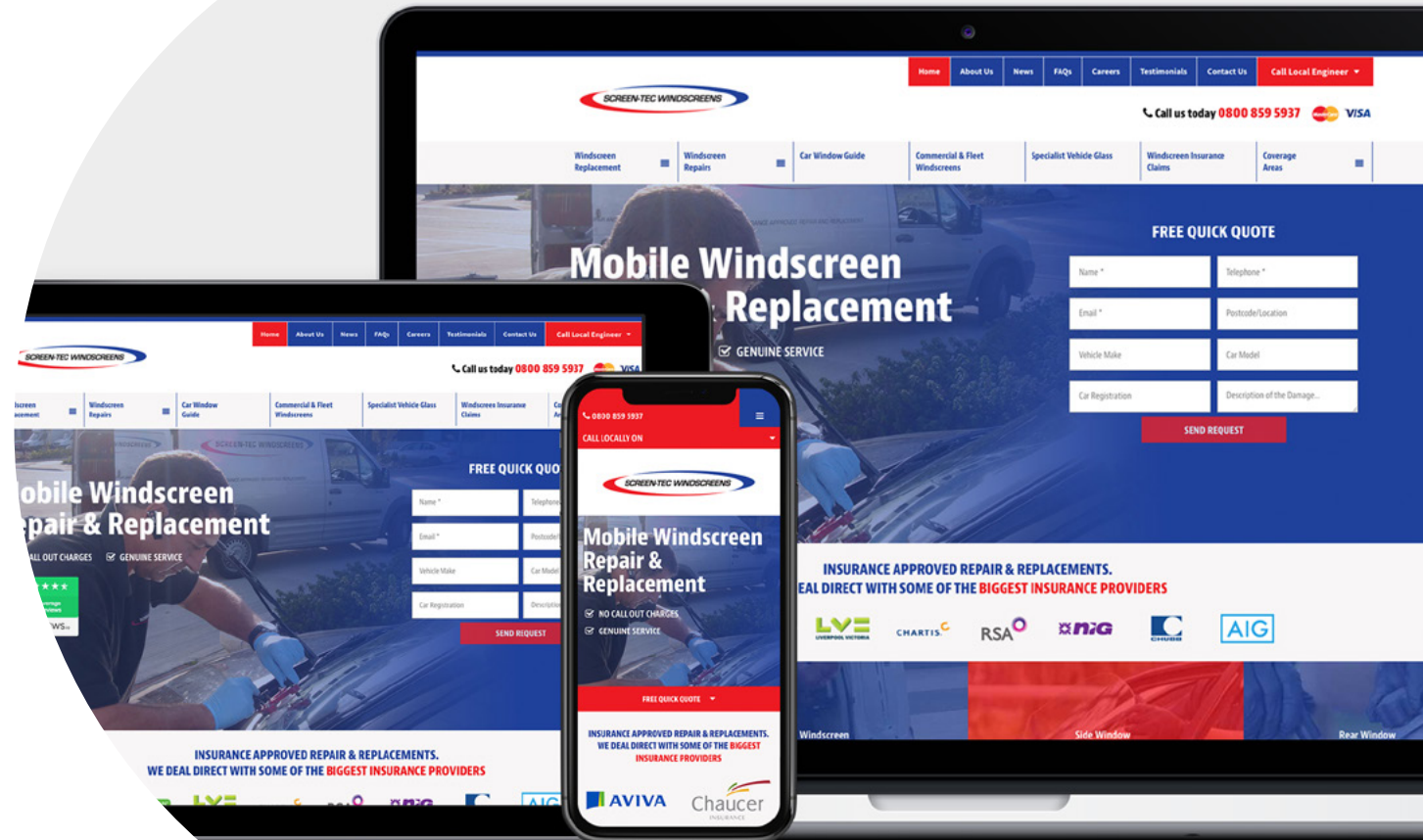
Based in St Albans, Screentec Windscreens provide a comprehensive range of services, including windscreen repair and replacement.

We developed a digital marketing strategy focused predominantly on SEO - using content to educate their target audience. For example, a car window guide was created to explain the different types of cracks on a windscreen.

Our SEO plan also targeted the local area, enabling customers to quickly and easily find a windscreen replacement service. This, in turn, helped to improve client satisfaction.

► The Results

Screentec Windscreens enjoy a year-on-year **increase of 151%** in website traffic. Furthermore, website leads **have increased by 67% year-on-year**. These results enable Screentec to successfully grow their business.



151%

increase in
website traffic

67%

increase in
website leads

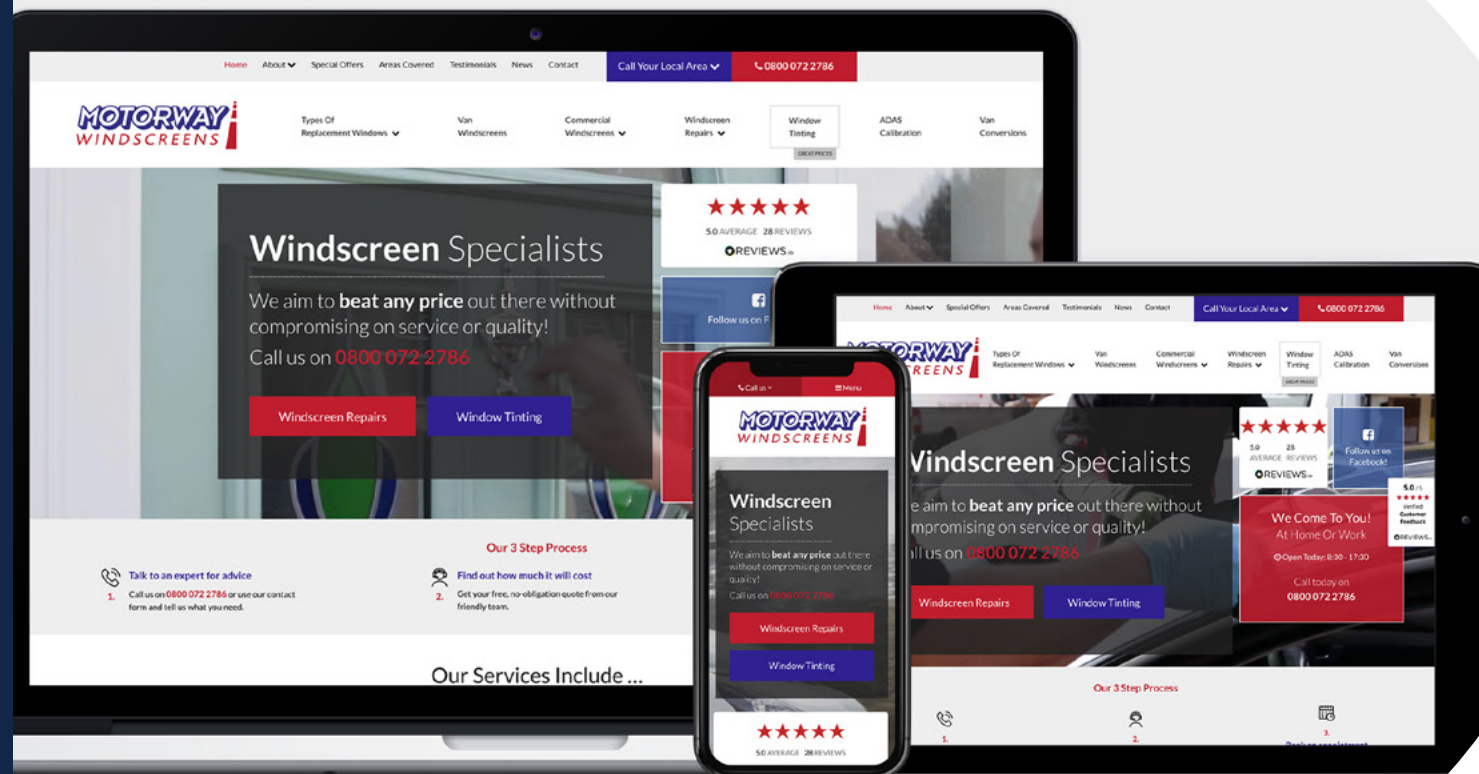
Case Study: Motorway Windscreens

► The Strategy

Based in Scunthorpe, Motorway Windscreens provide car windscreen repairs and replacements to both domestic and commercial customers.

Our digital marketing strategy involved analysing key locations and prioritising areas with a high demand for car windscreens. We then used an intelligent SEO campaign to target these locations. We also created a plan to promote other products, including window tinting.

Furthermore, we implemented a content strategy, creating articles specifically designed to increase the brand awareness of Motorway Windscreens.



► The Results

Motorway Windscreens have seen fantastic results since the implementation of our services. As a result of focusing on both driving traffic to their website and boosting lead generation, Motorway Windscreens received an average of **470 leads** per month throughout 2019.

470

► leads per month
on average

Who We Are

We provide intelligent, performance-driven marketing for businesses looking to succeed online.

Our websites are built to perform. Our multi-channel strategies are targeted. Our brand campaigns make an impact. We help businesses to maximise their digital potential and achieve profitable lead generation.

Our Values

Simplicity

We believe in straight-forward strategies with real results.

Visibility

Our transparent approach ensures complete visibility in the way we work.

Performance

We're a results-driven marketing agency with data at our core.

What Adtrak Do:



Web Design & Development



Internet Marketing



Paid Marketing



Social Marketing



Graphic Design & Branding



Photography & Videography



Copywriting



Telecoms

Our Approach

1

Understand

Our starting point is you. We spend time getting to know your business, its challenges and your goals.

2

Plan

We listen, then we create. We explore different approaches, techniques and strategies based on your needs.

3

Deliver

Our experts work collaboratively to build a complete and effective web design and digital marketing solution.

4

Evaluate

We prioritise measurable results and will report, analyse, test, assess, tweak and develop continuously.



Get in touch today on 0115 959 8900



Forward-Thinking Lead Generation. Let's Work Together.

Contact Adtrak today and find out how we can grow your business online.

0115 959 8900 | hello@adtrak.co.uk | www.adtrak.co.uk

adtrak.