

Your Partner in Digital

Specialists in the
Tyre Industry

adtrak.





Forward-Thinking Lead Generation

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

- ▶ We work with **26 tyre businesses**
- ▶ We generated over **312,000 leads** for these clients in 2019
- ▶ This produced over **£55 million** in overall revenue
- ▶ This is an average of **£2.1 million per client**

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

Stapletons
Tyre Services

NEXEN TYRE

Mr. Tyre Ltd

**TYRES NORTHAMPTON
PERFORMANCE CENTRE**

MOBILE TYRES 2 U
TYRE FITTING AT YOUR HOME, WORK AND ROADSIDE

**BRIANT
TYRE & EXHAUST
SERVICES**

**TRADE TYRE
SERVICES**

AUTO EXHAUSTS & TYRES

Treadfirst

WEMBLEY TYRES

SCOTT'S

Tyresavers UK Ltd

We Understand Your Industry

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

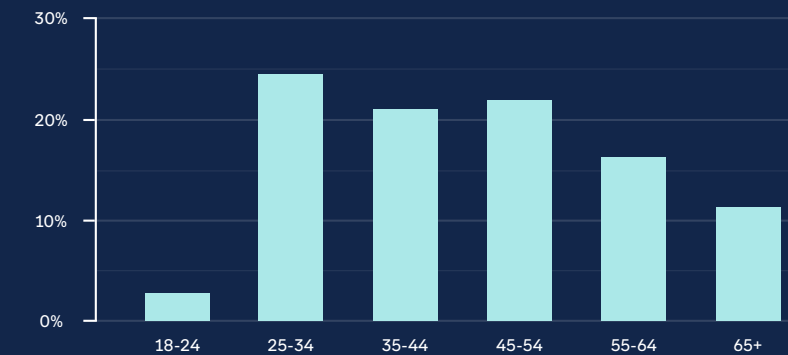
- ▶ The motor vehicle parts retail market is worth **£7 billion** per year
- ▶ There are over **6,400 motor vehicle part retailers** in the UK - and growing
- ▶ Annual market growth is at **1.9%**, from 2015-2020

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Market Demographics

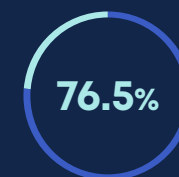
Age



Gender



▶ Female



▶ Male



Conversions

1643.57

Avg. Monthly
Conversions

March

Month with the
Most Conversions

Monday

Day of the Week with
the Most Conversions

9AM

Time of Day with the
Most Conversions

Digital Strategies Designed For Success

Technology has fundamentally altered the way we search for tyres.

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

On average:

- ▶ There are **165,000** monthly Google searches for 'tyres' in the UK
- ▶ There are **33,100** monthly Google searches for 'car tyres' in the UK
- ▶ There are **27,100** monthly Google searches for 'cheap tyres' in the UK

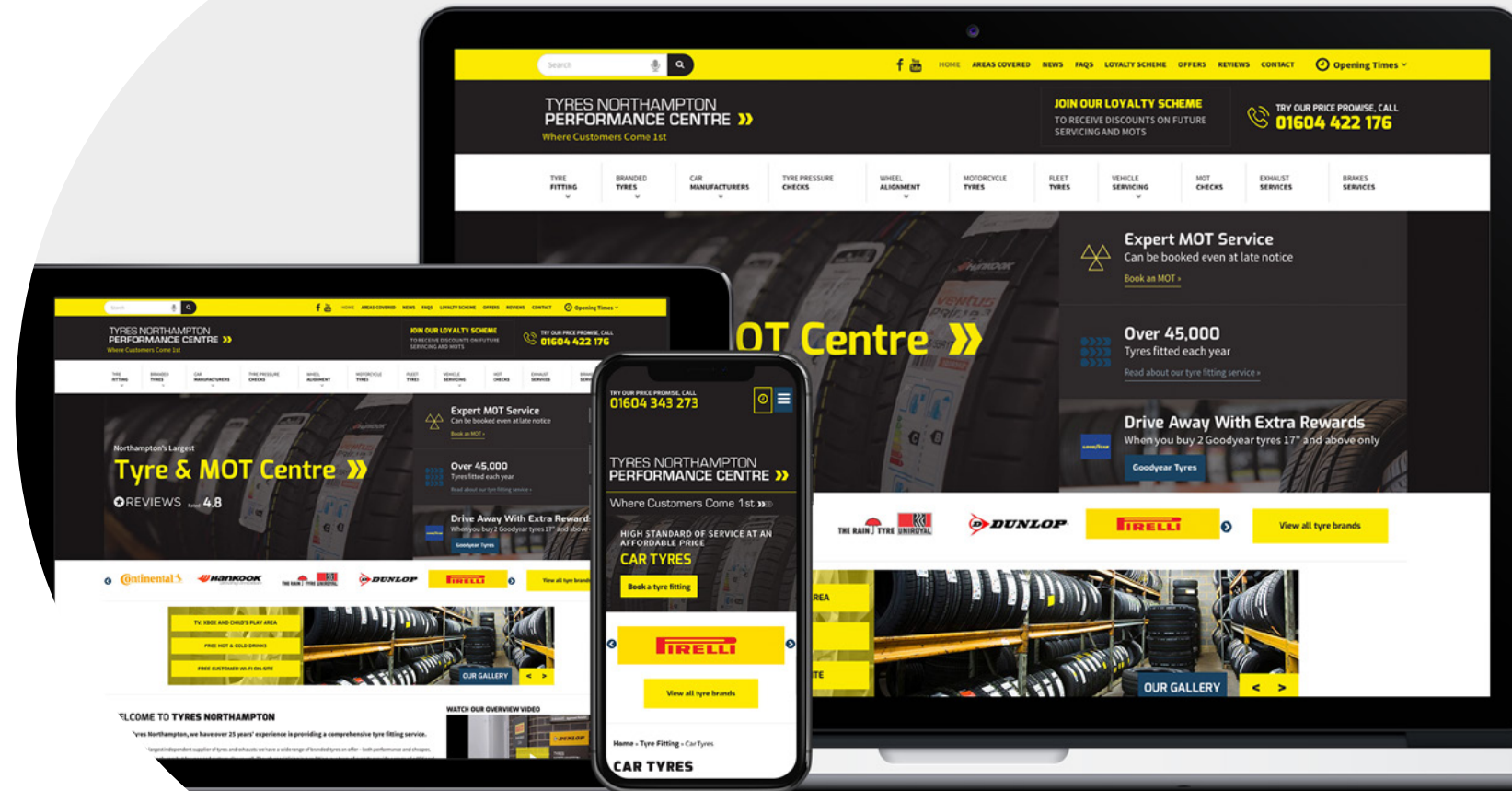


Case Study: Tyres Northampton

► The Strategy

Tyres Northampton is a large independent supplier of tyres and exhausts, as well as MOT services. We've worked with Tyres Northampton for over seven years and, during this time, have implemented a comprehensive online marketing strategy, including our SEO, Paid Marketing and Content services.

Recently, we targeted the Northampton area with keywords that their competitors weren't targeting. This gave us a great opportunity to convert the website visitors into leads.



► The Results

Over the years, we've generated fantastic results for Tyres Northampton and have helped them to successfully grow and develop their business. Looking more specifically, since the start of 2019, we have increased the tyre leads they receive. They now get **200 more tyre leads** each month, on average, than they previously received.

200

► more tyre leads each month

Case Study: Mr Tyres

The Strategy

Mr Tyre, an independent chain of car garages, has 36 branches across Birmingham and the Central England region.

Our digital strategy for Mr Tyre was simple but effective. We targeted specific search terms relevant to the most profitable parts of their business, including 'tyres', 'tyre fitting', 'car servicing' and 'MOT testing'. To target these services effectively we used both SEO and PPC.

The Results

Since the implementation of our services, Mr Tyre have enjoyed great results. **65% of the search terms we target now appear on page 1 of the Google Search Engine Results Pages.** In addition, telephone calls and contact form conversions have **increased by 69%** since 2018.



65%

of targeted keywords
appear on page 1
of Google

69%

increase in website
leads since 2018

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.

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