

CASE STUDY

HUNTER



ALLSTATE EXTINGUISHES ITS COMPETITORS WITH ONLINE LEAD GEN

About:

Allstate Sprinkler Corp. is a notably reliable fire protection contractor service in the New York City Metropolitan Area. Since its foundation in 1972, Allstate Sprinkler has always stayed in the family. Each generation of leadership has expanded the company's reputation and brand recognition to become the industry leader they are today.



Challenge

As digital marketing became increasingly crucial for business, Allstate struggled with lead generation. While prospective customers desperately needed Allstate's service, they didn't know where to find them. Furthermore, Allstate did not have a digital system in place to answer customer inquiries, nor were they doing well in paid search. When prospective clients typed in their needs to google, Allstate was rarely found as a solution.

Hunter Digital provides lead generation marketing and marketing strategy to building maintenance companies across America.

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LEADS GROW 900% AFTER MARKETING OVERHAUL

Solution

To generate lead and improve their online presence, Allstate Sprinkler teamed up with HUNTER Digital. This new partnership began to change Allstate's digital footprint for the better. HUNTER improved Allstate's paid search plan and created an updated website. With these adjustments, visitors were then able to find Allstate when browsing on search engines. Thanks to Allstate's new chatbot, visitors could immediately request price quotes and inquire about service.



Results

Since Allstate Sprinkler partnership with HUNTER Digital in 2019, Allstate's lead generation and digital presence has improved tremendously. Thanks to their new website, paid search, Allstate's leads grew by more than 900% during the same period of the previous year. With a greatly improved user experience, Allstate's new website saw growth in average session duration as well as a decreased bounce rate. HUNTER also helped Allstate improve their follow-up plan, ensuring the fire protection service continual growth in lead generation.



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