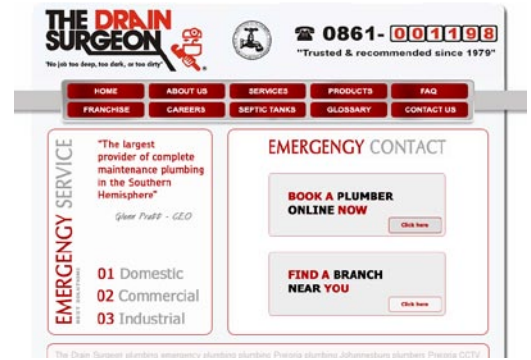




The Drain Surgeon Case Study

"Finally, after 30 years in business am I now able to determine which 50% of my advertising works. In the past I had to rely purely on my staff asking my customers, this never gave me the full picture due to the inconsistent human factor involved.

We all know that businesses need to utilize different types of media in order to successfully market themselves to their respective customers as well as the fact that new and innovative methods always seem to be popping up and one does not want to be left behind – but at the end of the day one always seems to be asking oneself, which of these media actually brings in my business?



After utilizing the Ad watchdog call monitoring technology and allocating a different telephone number to each and every media we use (Yellow Pages, Bin Advertising, Website/Google Adwords, Vehicles etc), I now know exactly what brings in what. After discovering the facts – I was then in a position to cut certain advertising drives which weren't working and then utilize these new savings on media which was.

Ad watchdog has now given me the confidence to make these kind of decisions because without knowing I just found myself carrying on with certain advertising assuming it generated business - not any more"

Glenn Pratt
 CEO, The Drain Surgeon Group

Contact Us Now on 0861 - AD WATCH (0861-239 282)

Our state of the art technology and up to the minute Call Reports will pinpoint precisely where your incoming sales calls are coming from, allowing you to identify the media that works best in your market.