



Yelp is the #1 lead source for VIIRL Marketing's HVAC clients

Challenge

VIIRL Marketing began managing heating & air company **Absolute Airflow's** Yelp campaigns to **convert more leads** with improved Yelp ads, a messaging response strategy, and optimized budgets. Integrating with CRM platform ServiceTitan allowed them to measure **actual revenue** impact.

Results

as reported by



ServiceTitan

VIIRL Marketing's work with Absolute Airflow generated:

- Over **150** more monthly jobs booked from Yelp on average
- **2x** more jobs booked via quote requests vs inbound calls
- A **77%** increase in Absolute Air's Yelp-attributed revenue



\$2.5 MM
in **Yelp-generated**
revenue

10:1
return on **Yelp**
investment

