

## Global Telecom Company Skyrockets Dealers' Lead Generation with LocationBuilder™

### Challenge

A leading telecom provider's leadership recognized local dealer websites were not performing at optimal levels with its current provider. Site traffic was low and conversions were even lower.

### Solution

BrandMuscle's new proprietary solution slammed it out of the park, yet again. Designed specifically to solve this very challenge, LocationBuilder™ by BrandMuscle exceeded dealer and corporate expectations. After just a couple of weeks, the results were astonishing.


### Results

**21,000 ONSITE**  
conversion events.

**640% INCREASE**  
in dealer organic  
search traffic

**202% YOY INCREASE**  
in leads

**165% INCREASE**  
in Google search  
impressions



**“BrandMuscle continues to be a critical element of our marketing mix. We are in a very competitive environment, and we’re a national brand that competes on a local level. We have to continue to be in tune with the customer’s needs and wants.”**

*EVP, Strategy & Business Development  
Telecommunications Company*