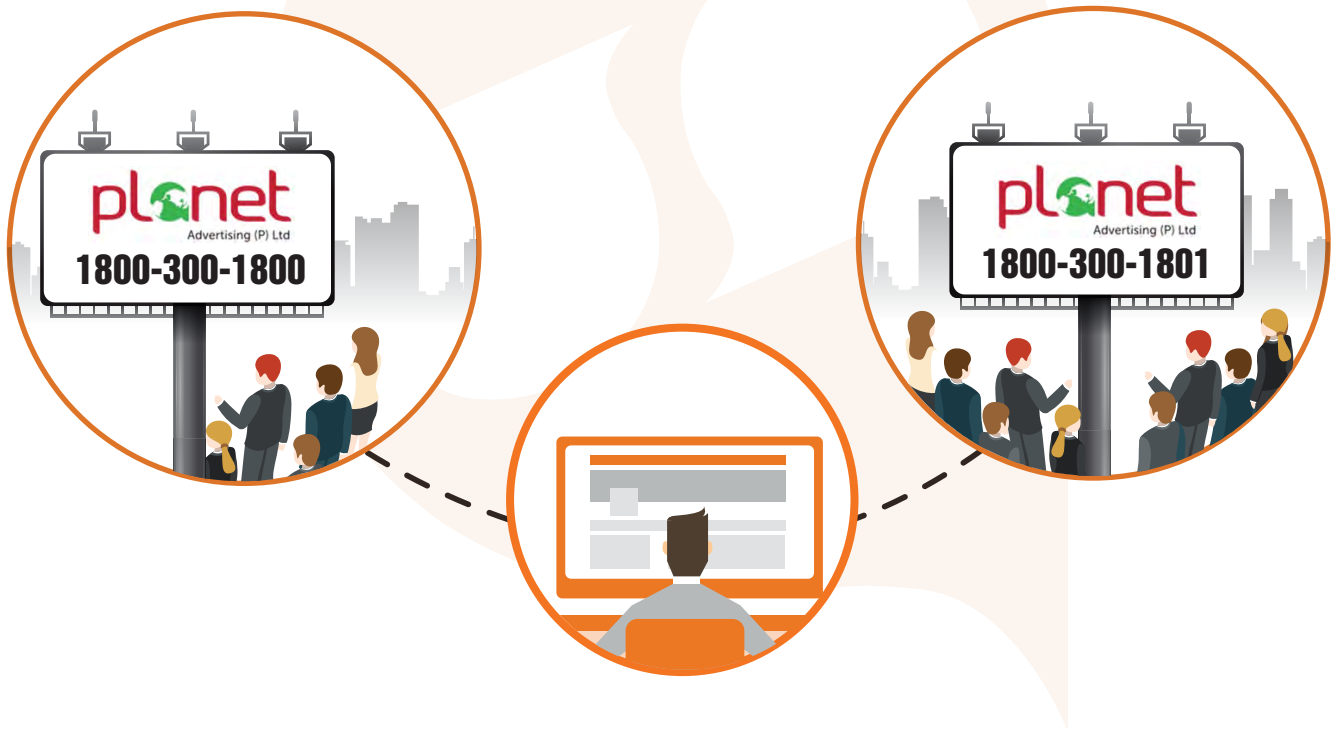


How Planet Advertising found the Luxury of ROI Tracking

About Planet Advertising

Planet Advertising Pvt. Ltd. is a fully integrated leading Outdoor Advertising Agency in Delhi dealing with outdoor signs such as backlit utilities, wall wraps, bus shelters, cycle shelters, overhead gantries, kiosk, neon signs for the last three decades. Planet advertising has scaled its business using Servetel's demand calculating Virtual Number.



Challenges Faced and Their Solutions Offered by Servetel

Getting involved in advertising comes with many risk factors. If we talk about Planet Advertising, a good number of Billboards stay unoccupied and there was no way to track which billboard is providing leads.

○ How to monitor, which board or location attracts more clients?

With Servetel's Virtual Numbers, each billboard has a separate number routed to one central infrastructure and the reports are generated for each number, separately. The company can now easily zero in the promising locations through these reports.

○ How to set up a pricing based on location?

With the help of Servetel Virtual Number, once it is identified which locations brings higher prospects to the business, it is easy to set up a pricing for each billboard. Recommending a pricing that is based on the location and visibility also builds a good impression on clients.

○ How to manage all calls professionally? How to route calls to the right person?

There were regular cases of calls going unattended or no follow up at all. But now the call is answered by Servetel's auto-receptionist which further routes the call to the right person and saves the number automatically for a further follow up. In this way, there is no question of missing out on a promising lead.

○ How to follow up and re-market the brand to the clients?

As soon as the prospect advances to become a client, an automatic 'Thank You' SMS is sent by the Bulk SMS feature offered by Servetel. With this feature of Servetel, it is easy to build a relationship with company's clients by sending them special promotional offer messages.

RESULT

Because of Servetel, Planet Advertising has been scaling tremendously in the last few months

- Now tracking return on each billboard at any location is easy.
- With Automated call answering and follow up, number of conversions has increased by 50 %.
- Customer loyalty has increased by 40% due to re marketing efforts by using Servetel's Bulk SMS platform.

CONTACT US



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