

Evolve Pest Control

Case Study

Evolve Pest Control uses the Lobster CompassSM marketing portal to gain more leads and improve their ROI.

About The Company

Having been in business since 2010, Evolve Pest Control has two offices and provides residential and commercial services in Texas, Nevada, and Utah. Their mission is to provide their customers with high-quality service that is accurate, consistent, and covers a wide variety of pests. With 23 technicians, nine office employees, and 10-30 sales representatives that rotate throughout the season, their motto is, "Providing peace of mind through consistency and excellence!".

The Challenge

Evolve Pest Control was looking to replace its current marketing services company due to the lack of communication with its marketing partner and the **low results they had seen from their search engine optimization (SEO)**. Having been a PestRoutes' customer for almost three years, they decided to look at Lobster Marketing as an alternative solution. However, before they made the switch, they wanted to understand the cost and ensure they would see a return on their investment (ROI) for Lobster Marketing's platform.

The Solution

Since partnering with Lobster Marketing in November 2019, Evolve Pest Control has a better website and has seen an **increase in leads**. They also take advantage of the Lobster CompassSM marketing portal, which integrates multiple systems to track their ROI and analytics more efficiently. Additionally, they have seen an increase in online purchases since using Local SEO with Buy Pest Control Online.

The Impact

One of the most significant values that Evolve Pest Control has noticed since partnering with Lobster Marketing is the integration with the PestRoutes[®] platform. This has given them **more visibility to track ROI** and make knowledgeable decisions around their marketing strategies and has provided their prospects and customers the ability to purchase their services online.



evolve

"We have used Lobster Marketing in 2020, and they have done a great job. They designed our website well and were thorough and patient with us through the designing process. Since we have been up and running with them, we have seen an improvement in lead flow. It's only been less than a year, so we will see how it goes over time, but we are confident and hopeful that the lead flow will continue increasing. We really like the Buy Online feature and how everything is seamlessly integrated with our pest control software that we use. The customer service has been great when we have needed things changed, and they have also been very helpful with monthly calls to review our account and give us advice."

- Shad Teerlink, Owner



Key Metric Highlights



Total ARR Added

\$22,806

April - June 2020



Return on Marketing Spend

8.8x

April - June 2020