

Let's Make the Magic Happen

Based in beautiful Vancouver, Convertus was created to give you a better option to your digital marketing. **We offer:**



Websites

Custom, responsive websites with mobile-first, customer-first design



Organic Search

Dynamic, content driven campaigns built for long term success



Paid Search

Diversified, custom campaigns focused on producing leads

OUR SECRET SAUCE



Lightning Fast Support

The speed of our support team will knock your socks off. You shouldn't have to wait days or weeks for basic assistance from your digital marketing partner. Our average turnaround time for support requests is under one hour (yes, you read that right - 60 minutes and it's done).

Unparalleled Customer Satisfaction

Over 95% of the dealerships that have chosen to work with Convertus are still working with us today. How did we accomplish this? Our 'all-inclusive' support model paired with our focus on building strong partnerships puts us in a whole different class than the 'fat cats'.



Leading Authority in Digital

Convertus doesn't go to Las Vegas just for the shrimp. Our leadership team regularly speaks at large industry conferences across the continent. Education is built into the foundation of Convertus, we'll explain the ins and outs of what we're doing every step of the way.

OUR HAPPY CUSTOMERS

I've worked with several companies over the past two years since being in my position; Companies like Dealer.com, Autotrader, Rogers Outrank, Kijiji, etc. and have to say that the professionalism Convertus brings to the table is unmatched. They simplify web-design, SEO and SEM in a way anyone can understand. Our dedicated Client Care Specialist, "Chris" has been a pleasure to work with. The team really works together quickly to resolve customer requests in a timely fashion and they take ownership of a request and see it through to the end. Their knowledge of SEO/SEM is vast, their execution quick, and the results will come. **Be patient – in the world of online marketing, it's a marathon, not a sprint – and results will come.**



Dean Douglas

Internet Sales Coordinator, *Waverley Chrysler*





Businesses make an **average of \$2 in revenue for every \$1** they spend on Google AdWords



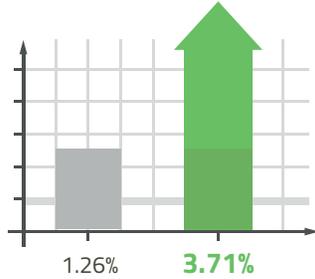
Case Study Paid Search

Getting the most out of these campaigns requires constant attention and refinement. Let's take a look at what happens when a dealer gets this by switching to our solutions:



Click-Through Rate

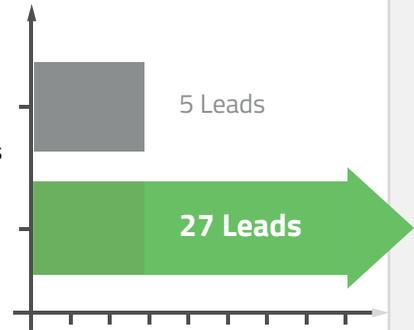
Our team made a huge impact on this campaign with a **+194% boost in CTR**, improving from **1.26%** all the way up to **3.71%**



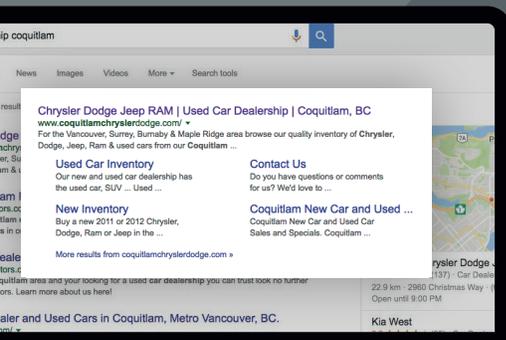
+194% Boost in CTR

Conversions

By focusing on lower funnel, high intent customers we increased conversions for this campaign by **+440%**, jumping from just **5 conversions** up to **27**



Over **72% of Google organic searches** end up at one of the top 5 results

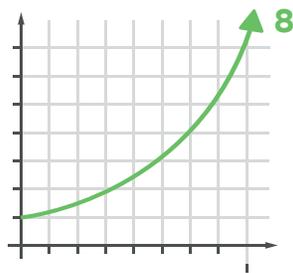


Case Study Organic Search

What it takes to stay on top of organic search results changes daily, which means your strategy needs to as well. Let's take a look at what happens when a dealer gets this by switching to our solutions:

Visibility Score

With a measured and sustainable approach, we moved this dealer from just **1 keyword** on page one to **8**.



From 1 Keyword to 8

Conversions

This franchise dealer is in a competitive urban market and our team delivered a total increase of **1,177 ranking places**.



1,177 Ranking Places Gained