



Who they are

- DigiTek Security
- www.digiteksecurity.com
- Chicago, Illinois
- Video surveillance services



What they needed

- To market effectively with limited resources
- To grow their customer base

What they did

- Set up a WebReach campaign with Google AdWords

What they accomplished

- **Increased sales:** 200% year-on-year growth
- **Wider reach:** Brought in out-of-state business for the first time
- **More competitive:** Ads are now seen alongside bigger companies'
- **Return on investment:** Estimated profits from the WebReach/AdWords campaign are four times what they spent



Seeing Is Believing

DigiTek Security used Yellow Book's WebReach featuring Google AdWords to help triple its revenue in 2007

Todd Hepler helps people see things. As CEO and president of DigiTek Security in Chicago, Illinois, he provides his customers with Closed Circuit Television (CCTV) video surveillance products for commercial, retail and residential use.

After a career as an electrical engineer, Todd first delved into entrepreneurship as the owner of a tanning salon chain in the Chicago area.

When he sold that operation in 2006, he purchased DigiTek, an existing company since 1999. "I had to learn the surveillance business from the ground up," Todd says. "I love being part of something that's on the upswing. I believe video surveillance is going to be a big part of our life in the coming years."

Changing views

When it came to marketing his company's services, Todd relied mainly on word-of-mouth. "None of our business was coming from hits on our website," he recalls. "Seventy-five percent was from referrals."

Although DigiTek had been using the web as a key tool for its business, it had yet to try online advertising as a way to drive potential customers to its site, mainly because Todd was skeptical. "We spend a lot of time online with our customers, walking them through our demo on our site," he explains. "But I didn't think anybody really used search engines to find surveillance services like ours."

Diane, DigiTek's local Yellow Book media consultant, says she thought Todd would be a good fit for WebReachSM, Yellow Book's managed search engine advertising service that uses Google AdWordsTM to put advertisers in front of people searching for their products and services. "I thought DigiTek would benefit from wider reach," she says. "And I knew we could use WebReach featuring Google AdWords to target customers looking for Todd's services."

She was right. After Todd gave the green light, Yellow Book set up his WebReach campaign featuring AdWords, and he saw a payoff immediately.

"Now, instead of just using the web for demos, we were getting clicks to our website," says Todd. "And that translated into calls, not just from the Chicago area, but from all over the U.S. I never dreamed that a guy from California was going to call me up and say, 'I own a strip mall in Chicago and I want to put surveillance in there – can DigiTek go check it out?' Two days later he's sending me a deposit."



About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit
<http://www.google.com/adwords>

WebReachSM
Search Engine Advertising

About Yellow Book's WebReach

WebReachSM is Yellow Book's fully managed search engine advertising service. Trained Yellow Book specialists handle the entire account set-up, budget management and campaign maintenance process for local, regional and national advertisers. Yellow Book's WebReach service efficiently places geographically targeted ads on Google™ and other popular search engines. In addition to WebReach, Yellow Book provides local advertising opportunities in nearly 1,000 print yellow pages directories across the country and on yellowbook.com

For more information, visit
<http://corporate.yellowbook.com>

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GoogleSM

Surveying the competition

Since Todd started using WebReach and AdWords, his perception of online advertising has changed significantly. Now, the majority of his new business comes from people finding DigiTek online.

"We haven't spent a single dollar on paper mailings in 2007, and our business has tripled," he says. "We've channeled all of our advertising funds online. Now, one out of every five new leads reports that they found us using an Internet search engine. Before we started using WebReach and AdWords, that number was zero."

One of the many advantages that WebReach and AdWords affords DigiTek is that Todd's business is now featured next to bigger competitors. "We now advertise alongside some of the same searches as the big guys," he says. "In the past we never even got to bid those big jobs, because there was no way for customers to find us."

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Opportunity and Access

Todd says his experience with the power of WebReach and AdWords will have a significant impact on DigiTek's strategy going forward. He's planning to move DigiTek into a new area of the security business – "access control" – and WebReach featuring Google AdWords AdWords will be a useful tool for both driving and tracking growth.

"Access control refers to those security systems that operate when you punch in a code and get buzzed through a door," Todd explains. "We do very little of it, and we should do more." As DigiTek expands into access control, he says, they can include that area of business in their WebReach campaigns by incorporating new search terms into his AdWords account. "When we're ready, I know we can quickly add it to our campaign and check to see how effective the AdWords ads are at driving traffic to the site."

Todd explains that he's even had to rethink his long-term strategy. "We have already exceeded our five-year plan," he says. "We were looking for 10 to 20 percent growth over the first five years, but we saw 200 percent growth right off the bat. We calculate that the WebReach program with AdWords has generated four times what we spent on it, and we're going to continue to beef up our investment with Yellow Book and Google."