

# Get online today ... get leads tomorrow

## Central Plumbing & Heating, Inc

Heading: Plumber  
 Market: Anchorage, AK  
 Date Monitored: 6/1/10 to 8/31/10

**576** leads were produced by these digital products in **92** days—that's **6** leads a day!<sup>1</sup>

Number of leads in first 30 days<sup>1</sup>: **71**  
 Average price per lead<sup>2</sup>: **\$7.81**

➤ Can your business afford to miss out on **6 leads** a day?

The image displays four screenshots of digital marketing products:

- Berry Search:** A search results page for "wood stove boilers anchorage" showing various local business listings.
- Google:** A search results page for "wood stove boilers anchorage" showing organic search results.
- YP.com Listing:** A Yellow Pages listing for Central Plumbing & Heating, Inc. in Anchorage, AK, including contact information and a map.
- Berry Website:** A screenshot of the company's website, featuring a navigation menu, a video player, and a "Call Today!" button.

Source: 1Berry, internal database. Leads were monitored from June 1 - August 31, 2010. 2Calculation is (((Current Date-Start Date)/30)xMonthly Budget)/Number of leads to date.

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