

Unlocking **Franchisee** Growth

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This partner leveraged our platform tools and applied their expertise to the benefit of their Home Services client who experienced an immediate

40% increase in organic traffic across all their locations in their first month on the platform.

ABOUT THE CLIENT

Home services franchise with **220+ locations**

Stakeholders:

- Franchise Executive Leadership
- Franchisee representative

CLIENT GOALS

Enable franchisees to grow and succeed in their local markets and improve per location reporting

PROJECT REQUIREMENTS

- Give franchisees control over aspects of their local presence
- Enable discovery of local services based on distance, zip code, and consideration for multi-unit owners
- Ensures brand safety standards are upheld across all locations
- Enables corporate to implement business-driving programs on behalf of franchisors
- Develop marketing and design around a narrow, unique business case & persona
- Improve location reporting

WINNING THE OPPORTUNITY

The franchise was looking to make a switch from their marketing agency that could not fulfill the project's requirements. DevHub's white-label partner was the only solution that could meet the franchise's needs by leveraging our platform's features to differentiate themselves and win the deal.

TRAFFIC

RESULTS

(1st 30 days on Devhub's platform vs. previous month)

DIRECT TRAFFIC

+112.5%

ORGANIC TRAFFIC

+40.78

SOCIAL TRAFFIC

-38.16

REFERRAL

+174.87%