

Franchise Direct: Yahoo! Search Marketing Case Study

Client: Franchise Direct is one of the world's leading portals for franchise and business opportunities.

Objective: Due to the challenging sales environment created by the recession, it was imperative for Franchise Direct to recruit potential franchisees in an extremely cost-effective manner. The company utilized Yahoo! Search Marketing to drive qualified job-seeker traffic to its website at an outstanding value.

Results: By providing an ROI of 14%, this solution helped Franchise Direct strengthen its brand presence in the online marketplace and outperform its other recruiting vendor. Yahoo! Search Marketing also delivered candidates that met Franchise Direct's specific hiring criteria at a reduced cost.

Quote: "Yahoo Search Marketing consistently delivers high-quality traffic to our site with lower conversion costs than other service providers. Our Yahoo! sales representative provides customer service that is timely, responsive and efficient."

Cheryl Lee
Franchise Direct

