

## South African Yellow Pages Proves **Value** to Advertisers and **Increases Market Share** with Traffic Director™

an interview with Hilton Johani, Traffic Manager for Trudon 

*“As one of the leading media firms in South Africa, advertisers trust us to look out for their interests, and they trust us to deliver qualified leads to them. That’s why we partner with Local Matters.”*



- Hilton Johani, Traffic Manager for Trudon

**Challenge:** Trudon, a yellow pages provider in South Africa, needed an innovative and effective way to drive an incremental increase in online leads to their small and medium sized business advertisers.

**Results:** Using Traffic Director, Trudon solidified their position as the best lead source for small business advertisers. Success of early adopters propelled word-of-mouth resulting in a rush of new advertisers.

**Trudon knows that meeting their customers’ evolving needs is key to retaining their leadership position.** The industry has undergone significant change in the last seven years, with Google and other dynamic technologies radically changing the landscape for publishers and local advertisers alike. This means that Trudon needs to stay nimble and find innovative ways to serve their market of local businesses.

# Challenge

In their quest to offer advertisers innovative and effective ways to connect with consumers, Trudon wanted to go beyond traditional pay-for-placement advertising packages and move towards performance-based solutions. Specifically, they wanted to provide:

- ① *More leads each month to advertisers*
- ② *Reports that provided proof of value being delivered by Trudon*
- ③ *Access to incremental online leads, especially those that generate outside of Trudon's yellow page printed directories or website such as those through Google*

The last point is particularly important, because while most of their advertisers wanted leads from Google, very few of them had the resources or specific expertise to access those leads.

However, the solution also needed:

- ① *To be cost effective to both Trudon and their advertisers, with accurate budget controls*
- ② *To have minimal internal operational impact, in order to speed time to market*
- ③ *Flexible controls to meet various campaign and advertiser requirements*

# Trudon

*"Trudon was seeking an innovative and effective solution to help our small and mid size customers access incremental leads from a variety of online sources , and Local Matters offered exactly what we were looking for."*

*– Hilton Johani, Traffic Manager*



# Considered Solutions

After considering several alternatives, Trudon turned to Local Matters' Traffic Director solution for four reasons:

- ① *Local Matters' proven experience in helping directory publishers*
- ② *Local Matters' deep knowledge of search engine marketing*
- ③ *Local Matters' Traffic Director is a sophisticated solution that offered the specific features their advertisers were looking for*
- ④ *Local Matters' solutions minimized impact on Trudon's internal operations – something that met their external market needs as well as their internal business needs*

## Implementation

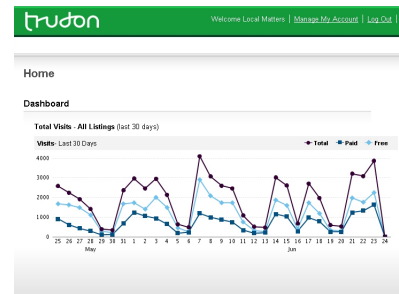
New product rollouts are often accompanied by a steep learning curve, but Local Matters provided world-class support to Trudon through the process, demonstrating commitment to outstanding results. Trudon launched an education program to make sure that both sales reps and customers understood what the solution could (and couldn't) provide.

Local Matters supported Trudon throughout their launch with hands-on training, responding quickly to requests, and releasing product upgrades that met the real-world challenges of this new product rollout.



*"Local Matters was a great partner. They listened to our concerns, incorporated our needs into product revisions and proved that they truly cared about our needs and our success. They are very collaborative, one of the best vendors I have ever worked with."*

*- Hilton Johani, Traffic Manager*



*"After investigating several alternatives, we decided to partner with Local Matters because of their specific expertise and experience in our industry. It's a decision we are glad we made."*

*- Hilton Johani, Traffic Manager*

# Results

Results were strong and swift as Traffic Director proved its value to advertisers who signed up. One locksmith in North Riding was an early adopter of this solution. He received 22 new clients from a 100 click monthly package. That's not 22 clicks, or 22 site visits, or even 22 leads. That's 22 actual jobs. Soon, other locksmiths found out how effective Traffic Director was, and they, too, signed up for the service. Word spread among SMB advertisers and soon the Trudon salespeople were "flying with this new product."

After eight months managing click packages with Traffic Director, Trudon is thrilled with the results, and looks forward to continued adoption of this new service among their customer base.

*"With Local Matter's Traffic Director, we have cemented our status as the best source for SMB advertisers to obtain new leads. This is a key part of our proving and providing value to customers. It takes us to the next level in serving customers needs, and helps us solidify and increase our market share."*

*– Hilton Johani, Traffic Manager*



Local Matters provides technology solutions to online publishers of local information to help them achieve leadership in local search and advertising.

#### World Headquarters

1221 Auraria Parkway  
Denver, Colorado 80204

w. [www.localmatters.com](http://www.localmatters.com)  
b. [www.localmatters.com/blog](http://www.localmatters.com/blog)  
twitter. [matterslocal](https://twitter.com/matterslocal)  
p. 303.572.1122  
e. [sales@localmatters.com](mailto:sales@localmatters.com)

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