



Bellhop Case study



Bellhop is non-traditional moving company that leverages a technology-based business model to place movers and trucks with customer demand via online appointments

The Challenge

Unable to scale Non-brand profitably

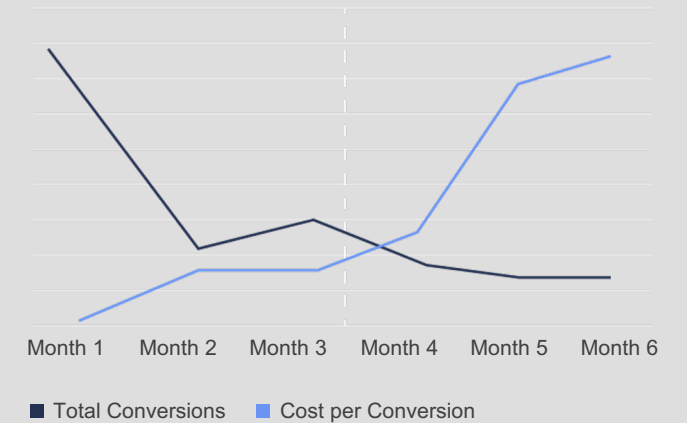
The Solution

- Campaigns based on hyper local marketing
- Tailor-made feed Ads customized per user

The Results

- Increase conversions by **3.75X**
- CPA down by **57%**

Non Brand Conversions



Today we announced our latest round of funding, a \$31m Series C. We couldn't have achieved all we have in the last year without your help.

Jess Flack,
Sr. Manager - Performance