Davis Trading & Supply Ltd. is a recycling company in Vancouver, British Columbia. When the business started over 100 years ago, they specialized in recycling non-metals and building materials, but now they recycle metals only and provide a number of recycling services including roll-off bins, brokerage, project consulting, and more.

**CASE STUDY**

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“I like working with ReachLocal because I’ve been able to get the information I need about how my campaigns are performing, and I’m able to go to ReachLocal’s offices to get the things I need done for marketing.”

Harold Setynski
Sales & Marketing Manager
Davis Trading & Supply Ltd.

**CHALLENGE**

Davis Trading’s current customer is largely offline, but they understand the importance of getting their business online to attract new customers as people shift away from phonebooks and toward search engines to find products and services.

**SOLUTIONS**

Davis Trading runs ReachLocal’s search advertising solution, ReachSearch, and our mobile in-app geofencing solution, ReachDisplay GeoFence, to get in front of new customers and increase brand awareness.

**RESULTS**

Since working with ReachLocal, Davis Trading has consistently seen new leads come in as a result of ReachSearch. They enjoy working with ReachLocal for search advertising because of the flexibility in altering their campaigns – the ReachLocal team can adjust campaigns based on external factors – and they can see from the reports that their campaigns are successful.

“I’ve never even thought about not using the service,” said Harold Setynski, Davis Trading’s sales and marketing manager, of ReachSearch.

Davis Trading added ReachDisplay GeoFence to their marketing mix because they were interested in the potential to reach new customers directly through their mobile devices. They’ve been early adopters of the technology in their area.