

Diving Into Reviews And Making A Splash On Revenue

Pinch A Penny is America's largest retail pool and spa supply franchise, with more than 245 individually owned and operated stores throughout the United States. To echo their commitment to providing excellent in store service, they wanted to ensure a seamless digital experience with accurate listings and positive reviews across the networks consumers used most, like Google, Facebook and Yelp.

CHALLENGE

They didn't have the proper system in place to manage listings or monitor reviews and lacked bandwidth to manage each local network (735 pages in total across Facebook, Google & Yelp).

SOLUTION

Pinch A Penny sought Uberall's software to efficiently manage all reviews across every location in 1 central platform all while not needing to add additional resources. They thanked customers for their positive reviews and sent negative reviews to their franchisees to ensure issues were being addressed at the local level.

RESULTS



+17%

from an average rating of 3.43 to 4.0 - giving Pinch-A-Penny rights to show up for "best..." in Google search Results.



+53%

in proximity search optimization for "Pool Maintenance", and "Pool Service."

“Uberall allowed us to manage our reviews more efficiently and caused our average rating to exceed 4.0: allowing us to rank for best.”

Digital Marketing Manager
Pinch A Penny