

London Ebony Escorts

“ We have been in business since 2008 and have a reliable customer base and income stream. We had a website once, but it never appeared in the top 10 pages of Google and when the domain expired, we decided not to renew. We hired RankBaby to help us expand into other areas of advertising to generate much needed new business. The results so far have been fantastic.”

Carla Williams, Owner.

Project Background

Carla Williams runs an established London Ebony escort agency. She has three black escorts working for her and relies solely on advertising to generate enquiries and bookings. Carla advertises on popular classified websites and also in escort directories. She also relies on word of mouth recommendations.

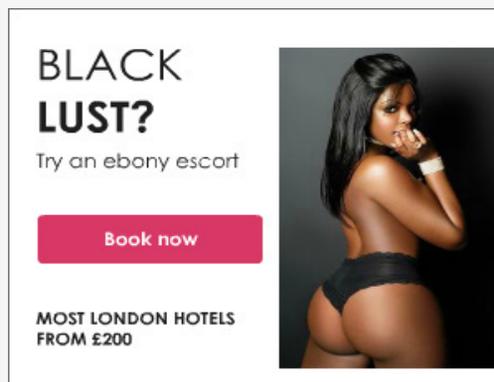
Carla approached RankBaby when bookings via her regular advertising spots including Backpage, Viva Street and Hallo began to slow down. She wanted to explore other forms of advertising and RankBaby recommended a trial ad campaign on popular porn sites using RankBaby's Traffic Junky service.

Objectives

- Deliver a minimum ROI of 200%.
- Generate a minimum 10 bookings

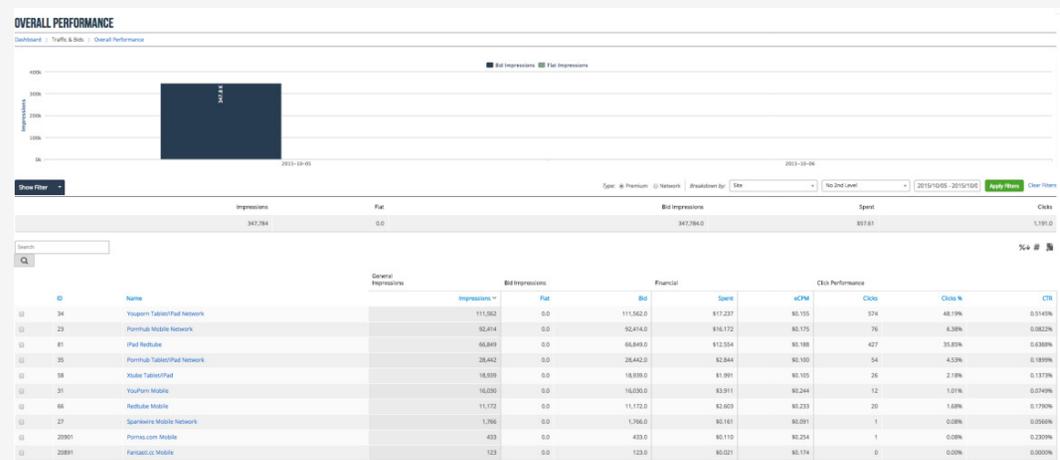
Solution

RankBaby created three themed banner ads and set up a highly targeted trial ad campaign over 72 hours; targeting London based tablet users of three popular porn sites. The ads were set up to run in rotation on specified spots at designated times. The ads linked through to one of Carla's Backpage ads, which included images of her escorts, customer reviews and contact details.



Results

- ROI of over 1,200%
- 347,000 Impressions
- 1191 Clicks
- 142 Telephone enquiries
- 31 Bookings
- £6,800 Revenue



“I was totally amazed by the results,” Carla said. “I did not have a clue about how to go about advertising on porn sites and thought it would cost an arm and a leg. I spent under £500 with RankBaby and made over £6,000 profit. Moreover, they are such a nice bunch of people to work with. I would highly recommend.”

Want to know more? Chat with RankBaby today. Call 02079 657479 or email sales@rankbaby.co.uk for more information on our services. For company information, visit www.rankbaby.co.uk. Read our marketing guides at www.rankbaby.com/businessclub or follow us on Twitter @rankbabyno1