



A hearing aid center gets its voice back

Budget Hearing Centers is a low-cost audiology practice that can prescribe and program the complete spectrum of major brand hearing aids.

ADP works really well for small companies

After about five years of working with ADP®, we were foolish enough to go with another payroll company that promised us the world. It only took a few months before we went back to ADP.

Payroll is easy to do with ADP. The other company made it unbelievably difficult. With ADP, if I ever needed to make a change, it was no problem. With the other company, if you ever had a correction, you would have to call their tech support line and it would take forever. And you wouldn't believe the number of topics you had to go through just to do the simple things. Their platform was made for companies with a full-blown HR department. ADP has that capability, but it still works great for small companies. You don't have to be a Rhodes scholar to figure it out.

Google Ads by Upnetic fixed our problem


Next to our referral business, Google Ads is the #1 way we get new customers. But Google started putting limits on our advertising because they were mistakenly flagging our ads as trademark violations, and our performance really suffered. The number of new customers coming from the internet dropped 60 percent — we were besides ourselves. We knew we needed professional help, but marketing agencies wanted thousands of dollars a month. That's a big bite, especially when you take it out of your advertising budget.


Paul Thulin
Owner




Quick facts

 **Company:** Budget Hearing Centers

 **Industry:** Healthcare

 **Established:** 2005

 **Owner:** Paul Thulin

 **Locations:** Bloomington, MN

 **Website:** BudgetHearingCenters.com

Business challenge: A Google Ads glitch was preventing them from running some of their digital ads, reducing advertising impact.

How ADP helped: Google Ads by Upnetic® was able to fix the glitch quickly and make their ads more effective than ever, at no extra cost.



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Google Ads
by upnetic

Then I received an email about Google Ads by Upnetic. I called, and the Upnetic digital marketing specialist I spoke to said he'd heard of this problem and knew how to fix it. Upnetic worked their magic, and all of a sudden, Google was recognizing our ads without limitation. And we didn't have to change the ads at all. Upnetic not only knew how to solve the problem, they knew the people inside Google they had to talk to get it straightened out.

Everyone is happy with ADP

Now, we have customers coming in saying they found us on Google again. And our latest Google Ads metrics are much better than they were. And it didn't cost us anything.

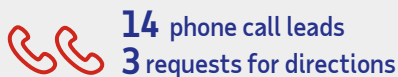
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Paul Thulin, owner,
Budget Hearing Centers

Metrics breakdown



\$ 49 cost per conversion (CPA)

7.47% click through rate (CTR) over
6.11% industry benchmark

\$ 2.13 cost per click (CPC),
the industry average was \$3.63



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