

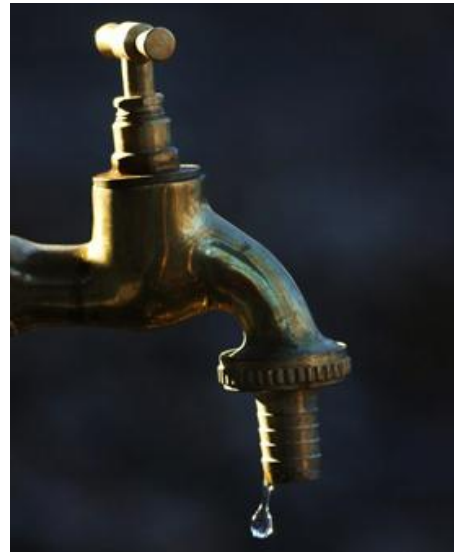
## "Kudzu outperforms all other Internet advertising."

### *Kudzu keeps quality business flowing to Superior Plumbing Services*

[Superior Plumbing Services](#) offers commercial and residential emergency and repair plumbing services in the Atlanta area. Although the company advertised on Kudzu years ago, it stopped due to its presence on numerous other non-Internet-based advertising venues. Several months ago, however, Superior Plumbing Services came back to Kudzu.

Jay Cunningham, owner of Superior Plumbing Services, explained, "After coming back to Kudzu, we can confirm that Kudzu outperforms all other Internet advertising we do by delivering a higher level of financial performance."

[Read more...](#)



## Kudzu Question of the Week

How much of your overall marketing budget do you have allocated to online activities? [Let us know here.](#)

Curious about the results of last week's poll? We asked: "What percentage of your business comes from online leads?" According to the responses received, on average Kudzu businesses receive **33.5% of their business** from online leads.

## 4 Ways to Benefit From Call Tracking

Every dollar counts, as you know, so be sure to make every phone call count too - especially when those calls convert to sales. With call tracking you get transparent accountability on the calls Kudzu is delivering to your business. Best of all, it's available 24/7, so no matter your schedule you have the information at your fingertips.

Call tracking makes it easy for you to:

- Calculate your close rate from calls coming from Kudzu, making it easier for you to identify your return on investment.
- Capture and respond quickly to any missed calls, and maximize your sales potential.
- Use it as coaching and training tool to ensure a positive first impression and that your brand is consistently represented.
- Uncover opportunities to expand your service offering if customers are regularly calling and looking for a service you don't currently offer.

If you are not currently enjoying the benefits of Kudzu call tracking, please [contact Sales now](#) to find out how to tap in to this valuable service.

## Hot Topics

- [Car Wrap Tips - An Effective Form of Local Mobile Billboard Advertising](#)
- [Showcase Your Specialty](#)
- [Why I Dislike Transitional Ads Online](#)
- [Find the Perfect Testimonial for Your Company!](#)
- [8 Tips to Minimize Workplace Data Breaches](#)

If you would like to suggest a topic for a future edition of the *Kudzu Insider*, please email us [here](#).

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