

# Kanga Pest Control

## Case Study



**Implementing a demand generation platform that seamlessly integrates with its CRM software was a game-changer for Kanga Pest Control.**

## About the Company

Established in 2017, Kanga Pest Control is the manifestation of two Australian-born brothers who have had a curiosity about pest control since they were kids. From childhood, and now as business owners, they have grown to understand the importance of consistency, going the extra mile, and providing a service that solves problems. Kanga Pest Control operates from one location with two technicians, two office staff members, and one sales representative.

## The Challenge

Kanga Pest Control had been utilizing the PestRoutes® platform for two years when they decided that they needed to partner with Lobster Marketing as well. When asked about their major pain points prior to implementation, the company's CEO, Jesse Gooch, described a disconnect in working with other marketing firms that didn't have in-depth knowledge on how the pest control industry works and how to best market a pest control company.

 **FieldRoutes™**

# Kanga Pest Control inc

"After having worked with the FieldRoutes operations suite since 2017, we added the sales and marketing suite at the beginning of 2019. The only regret we have is not starting sooner! Their professionalism and expertise are next to none. We have experienced unprecedented growth since starting our partnership with FieldRoutes. They have an excellent team that has been a great resource for all our needs. I can only describe the value of using FieldRoutes as priceless. It is too hard to quantify the true value."

**Jesse Gooch**, Owner  
kangapestcontrol.com  
6702 S Schneider Rd.  
Canby, OR 97013

## Since partnering with FieldRoutes, Kanga Pest Control has

- ✓ Increased users by 86%, including new users by 80%
- ✓ Raised the amount of organic site traffic by 201%
- ✓ Decreased cost per lead by 44%
- ✓ Lowered cost per acquisition by 39%
- ✓ Averaged a 7.5% month-over-month billing increase
- ✓ Experienced 7.7% increase on monthly payments
- ✓ Raised year-over-year customer growth by 39.2%

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## The Solution

Kanga Pest Control decided to add the FieldRoutes™ sales and marketing suite because it seamlessly integrates with the operations suite. Together they provide Kanga an end-to-end solution that helps it acquire new customers, provide superior pest control service, collect revenue, and view its true ROI. The two platforms are a full-service suite that merges the front and back ends of the pest control business and supports the entire sales funnel. Kanga Pest Control gained fully automated form and lead generation, the ability for users to buy services online, and a fully integrated customer portal.

## The Impact

Growth, efficiency, and customer education have been the most significant changes since Kanga Pest Control made the decision to work with FieldRoutes. After implementing local SEO, which ensures consistent listing across the web to maximize its online presence, and the buy services online feature, which allows website visitors to easily convert into customers in the moment, there has been a significant expansion of website traffic. Users are up by 86%, with new users specifically increasing by 80%. Organic traffic on their website increased significantly by 201%. Additionally, calls are up 77%, and forms have increased by 82%. Month-to-month billings and payments have increased by 7.7% and 7.5%, respectively. And even when a package isn't purchased online, potential customers are at least aware of what each package entails and, more often than not, call in as "informed" customers, thereby making the sales process easier and faster.

**With year-over-year customer growth up by 39.2%, sales are consistently coming in.** The increase in traffic combined with efficiency has lowered costs, with Kanga's cost per lead decreasing by 44% and their cost per acquisition down 39%.

Jesse went on to explain that "growth has been huge, and we've become more efficient, especially in the office." This time saved has allowed office staff to attend to other administrative issues or even other sales. With year-over-year customer growth up by 39.2%, sales are consistently coming in. The increase in traffic combined with efficiency has lowered costs, with Kanga's cost per lead decreasing by 44% and their cost per acquisition down 39%.

While Kanga Pest Control continues to be a company that goes out of their way to provide a service that solves problems, they are happy to be partnered with a company that does the same for them. Jesse says that "since day one, we have had an excellent working relationship with them, and they have been there every step of the way as we achieved our goals. The services offered are amazing for our industry, but it's the team that implements those services—that is where the value comes from."

Contact the experts at **FieldRoutes™** to schedule your demo.