Eulerity
PARTNER CASE STUDY

NOVUS glass
Repair & Replacement ®

AT A GLANCE

COMPANY
NOVUS Glass

INDUSTRY
Automotive

CLIENT DESCRIPTION
NOVUS Glass is a global company specializing in automotive glass repair and replacement, known for its patented windshield repair technology. Services include repairing chips and cracks, replacing entire windshields, recalibrating Advanced Driver Assistance Systems, and more.

"Working with Eulerity has been truly transformative for our marketing operations. As a marketing partner, they have significantly driven localized performance and growth across our network. Eulerity allows us to maintain strong, consistent corporate brand guidelines while simultaneously giving our local franchisees the flexibility and tools to access essential customization for their campaigns. This balance is something our owners deeply appreciate and rely on for local impact. Furthermore, having all our digital and traditional marketing resources, execution tools, and performance data centralized in one single place simplifies operations immensely. Our franchisees can spend less time managing complex systems and more time focusing on serving our customers. Eulerity is an invaluable strategic partner in our continued success."

CAMERON MITCHELL
DIRECTOR OF MARKETING
& COMMUNICATIONS

CHALLENGES

NOVUS Glass came to us facing several key challenges that were limiting their growth. They were struggling with effective lead generation, finding that the volume of leads didn't justify the amount they were spending. In addition, there was low adoption of their marketing efforts across franchise locations, and the owners were looking for stronger online visibility to better compete in a crowded market. They needed a strategic partner who could deliver measurable results and streamline their marketing approach.

SOLUTION & RESULTS

Partnering with Eulerity has provided NOVUS Glass franchisees with a powerful, comprehensive marketing solution. Eulerity's paid advertising strategies amplify national initiatives by significantly increasing local visibility and brand recognition. Eulerity's hands-on approach, with a top of class AI automation platform and award-winning Customer Success team, has successfully elevated the brand's marketing efforts and improved business performance. This powerful collaboration has driven tangible results:

Increased ROI: Franchisees are seeing a significant return on investment driven by Eulerity, with a successful **increased 3x ROI** from campaigns.

Boosted Bookings: Eulerity successfully generated an impressive average of **41 qualified leads per month per location** via form submissions and phone calls.

Cost-Effective Marketing: The platform proved highly cost-effective, with an average monthly spend of under $700, which led to an **average cost-per-lead of approximately only $16.22**.

Increased Traffic: Eulerity's ad campaigns have proven exceptionally effective, accounting for **77% of all new website users.** This represents an **18% increase year over year,** demonstrating consistent growth and impressive reach.