

Open Report

BRIDGEVINE®

**USE CASE
REPORT #101**

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How has your company improved because of Clearview?

Prior to launching Clearview within our centers, reporting was a manual and tedious process. Now, our centers are able to see our performance in near real-time, effortlessly.

How has Clearview changed the way you do business?

We extended our implementation to allow our marketing team to have access to Clearview. This in turn provided great value as they are able to evaluate traffic to determine how to manage their campaigns.

What value do you expect to see or have seen?

Because of the above, we have seen a direct impact in our cost per acquisition (CPA)—lowering it by roughly \$3.00 over a six month period. Additionally, having a competitive sales environment which boosts agent morale through [Clearview] dashboards and leaderboards, coupled with time savings for the supervisory staff in determining their teams' performance, has proven to be invaluable.

Key Finding:

**BRIDGEVINE® REDUCED
THEIR CPA BY 25% IN
JUST SIX MONTHS.**

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