Delivering on the promise of performance marketing. Proving unmatched transparency and accountability, eLocal’s performance-drive model is poised to turn the world of traditional advertising on its head.

Innovating with Integrity

Time and experience continue to teach business owners that honesty and integrity don’t necessarily go hand-in-hand with the marketing and advertising industries. As companies become increasingly disillusioned with traditional advertising, options built on transparency and results naturally stand out. And it’s exactly these values – transparency and accountability – that form the backbone of eLocal, a performance-based advertising platform designed to connect local, regional, and national businesses with consumers needing their services.

With transparency and accountability in mind, eLocal’s “Pay for Performance” model stands out by only charging clients for calls from real, potential customers. They make the program easy to love – there are no sign-up fees or long-term commitments.

Each client gets access to a user-friendly dashboard displaying every call they’ve received, allowing them to listen to recordings, request a credit for invalid calls, and track spending. Coupling total transparency with a program of concrete deliverables puts eLocal in rarefied air. They not only guarantee their program – they also back it up with measurable results.

“Businesses are ready for a new era of transparency and accountability. And we’re going to give it to them.”

Succeeding Starts with Culture

“Working smarter, not just harder,” is how CEO Bruce Aronow describes the eLocal approach to business. To do this they utilize an array of sophisticated approaches and technology. They employ highly targeted campaigns, geographically customizable down to the zip code of each advertiser. The vast amount of incoming calls, sourced in part by a large network of partners and publishers, are routed using a proprietary engine, putting customers in contact with companies instantly. The result is a seamless connection between customer and service provider that has been lauded by satisfied users, as evidenced by countless online testimonials from advertisers.

Living up to promises takes hard work, but eLocal cultivates an environment that blends high-energy ideas and execution with a laid-back, approachable attitude. The company encourages work/life balance and hosts events like happy hours, competitive pool tournaments, and March Madness brackets. Company leaders facilitate openness, respect, and creativity, embracing new ideas and giving employees
ample opportunities to develop their skills. Despite its much larger scale, eLocal strives to operate like a small, entrepreneurial business.

Moving Forward for a Better Industry

The future is bright for eLocal. In the past year alone, the company was featured in the Philadelphia Business Journal’s Soaring 76 as one of the fastest growing companies in the area, its founders won EY’s Entrepreneur of the Year award, and the company raised $25M of growth capital investment from LLR Partners. True to their core values, one of the first allocations for the new capital went to building out a dedicated Client Success Team and a best-in-class Marketing Team. Both were formed in-house rather than relying on outside companies that may not share their values and vision.

eLocal plans to expand their performance model to as many types of businesses as possible, pushing for positive change in the advertising industry and leading by example. “Businesses are ready for a change,” says CEO Bruce Aronow. “They’re realizing the old model is broken and they deserve proof that their advertising dollars are being well-spent. Businesses are ready for a new era of CEO Bruce Aronow and Founder Andrew Aronow received the transparency and accountability. And we’re going to give it to them.”