

# Mobile Campaign: B2B Jet Charter & Maintenance



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After Enabling a Mobile Site & Mobile PPC Campaign in May 2011 focusing on Key Calls to Action, Pentastar Had a **461% Improvement** in Leads. Traffic Also **Increased 49%.**

Mobile	None	Visits ↓	Total Goal Completions
Yes			
May 1, 2011 - July 25, 2011		2,020	101
February 4, 2011 - April 30, 2011		991	18
% Change		103.83%	461.11%