



# Funny business on the Jersey Shore

*Founded by brothers Dino and Jerry Ibelli, Uncle Vinnie's Comedy Club started as a restaurant that hosted a weekly comedy night. Today, it is one of the hottest comedy clubs on the East Coast.*

## I'm getting a better response from Google Ads than anything else

I always wanted to use Google Ads but never had the time to do it. For years, I've been running ads with local newspaper and radio sites that supposedly get a lot of traffic, but none of them have ever gotten us as many hits as my own Facebook ads. So, when I saw that Google Ads by Upnetic® was part of my RUN Powered by ADP® bundle, I decided to try it.

Four months in, I'm getting a better response from Google Ads than anything else I've used and it's costing me about a third of the price.

The setup was easy. The Upnetic team wanted to know everything about my business and who I wanted to target. I told them anyone within a 50-mile radius of the club who likes Comedy Central, HBO, Showtime, David Letterman, the *Tonight Show*, Howard Stern, Opie & Anthony and all these different comedians, and they took it from there. They send the reports and I can view the results on my system. We've made a few adjustments along the way, like who to focus in on a little heavier, but we haven't had to change much.


The biggest change is that I've seen such good results from Google Ads that I'm cutting down my other advertising and putting more money into this.


Dino Ibelli  
Co-owner




## Quick facts

 **Company:** Uncle Vinnie's Comedy Club

 **Industry:** Entertainment

 **Established:** 2004

 **Location:** Point Pleasant Beach, NJ

 **Website:** [UncleVinniesComedyClub.com](http://UncleVinniesComedyClub.com)

**Business challenge:** Finding an advertising platform that reached the club's target audience at a reasonable cost.

**How ADP helped:** Google Ads by Upnetic uses the world's most popular search engine to target consumers at no extra cost to RUN Powered by ADP clients.



Always Designing  
for People®

Google Ads  
by upnetic

## I'd rather spend my money on Google Ads

I've tried working with marketing agencies, but they are extremely expensive. I don't need somebody to post two items a day on my Facebook and answer my Facebook messages with, "Someone will get back to you on the next business day." I'd rather spend my money on Google Ads.

And the Upnetic team is very responsive. I send an email to my rep and it seems like no matter what time of day, he responds back within a couple hours, which is great in today's world.

## ADP is always worth it

Overall, ADP's been great. My previous payroll service wasn't always reliable and they failed to pay my quarterly taxes a few times. With ADP, I don't need to worry about that. My taxes get paid. And occasionally I'll get a refund and they'll credit that to fund my next tax payment. It's great — nice and simple. I even set up a retirement plan for my company through ADP Retirement Services and everything's been smooth with that, too.

I would recommend ADP to anyone with a small business. With only six employees, I could do my own payroll. But it's not worth it. ADP is an expense, but if you're two to three days late on a tax payment, you're going to owe the IRS more than you pay them. In the long run, ADP is always worth it.

## Initial success metrics

 **18,167** impressions  
**2,653** clicks

 **20** phone call leads

 **46**  
total conversions

**\$ 36** cost per conversion (CPA)

 **14.60%** click through rate (CTR) over  
6.63% industry benchmark

**\$ 0.68** cost per click (CPC),  
the industry average was \$1.30



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Uncle Vinnie's Comedy Club



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