



The Alpha Dog of the Internet RED LAB TECHNOLOGIES

There are literally thousands of companies that promise to help you build your online traffic. So how do you know if that dog can hunt? Proven performance.

Take, for instance, a sample size of 15 clients who have partnered with digital marketing start-up Red Lab Technologies (redlabtech.com). On average, Red Lab has helped their clients increase lead volume by 92 percent and decrease cost per lead by 67 percent – the majority of the time with clients' existing budgets.

"We try to understand our client's or potential client's business as much as we can before we come to the table with a solution," said Doug Drees, Red Lab's chief marketing officer. "We understand that a 'one size fits all' approach does not work anymore, so we use a data-driven approach to just about everything we do." This "everything" includes simple responsive websites, scalable multi-location/franchise sites and custom plugins.

Red Lab's ever-increasing client base includes small local businesses, global e-commerce companies and Fortune 500 brands with thousands of locations. Several entities across the country, anywhere from traditional research/branding/strategy agencies to digital marketing agencies, also partner with Red Lab to help fulfill client project work.

After getting its start at the Center for Business Growth and Innovation, a business incubator at the University of Northern Iowa, Red Lab now operates out of Mill Race co-working collaboration space in downtown Cedar Falls. It's here that fellow entrepreneurs and businesspeople can network, generate new ideas, learn from one another and build their businesses. And the Red Labs office space is where Rex, none other than a red Labrador retriever, hangs out on occasion and hangs with the Red Lab crew.

"Entrepreneurs are a lot more accessible to you in the Cedar Valley, and they are very giving of their time," said CEO/Owner Greg Jass, who is also Rex's dad. Add to that Cedar Falls' high-speed internet, plentiful and reasonably priced office space, and a growing Cedar Valley population and you have exactly what you need to operate and grow a business in the Cedar Valley.

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