



UNLOCK YOUR GOOGLE ADS POTENTIAL

HVAC - AC

Installation/Repair

Case Study

GEO-TARGET: Arizona - Mesa, Tempe, Chandler, Gilbert, Scottsdale

TRUE BLUE COLLAR



CLIENT GOALS

HVAC Leads Between \$100-\$175 Per Lead



HOW WE HELPED

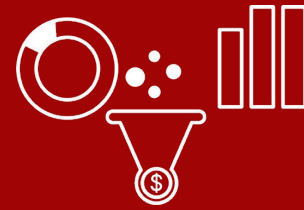
Focused efforts on increasing bids to the performing targeting such as devices, ad timings, locations and demographics.

RESULTS



\$169.91

CPA



88

NO. OF CONVERSIONS



\$28.37

CPC



16.70%

CONVERSION RATE



16.84%

IMPRESSION SHARE



90%

MOBILE % OF TOTAL CONV



5/10

QUALITY SCORE



75%

% OF PHONE CALL CONV



11.27%

% TOP IMPR SHARE



21.10%

CTR

CAMPAIGN REVIEW

- By pushing bids into the performing targeting, we were able to almost double the conversions by mid-quarter. Resulting in a large number of high quality phone calls.
- By continuing to focus on the best targeting and traffic, we will be able to further reduce CPA and get more conversions.

ACCOUNT SNAPSHOT

Impressions : Google Ads

47999

▲ 4,879.15%

Clicks : Google Ads

527

▲ 3,413.33%

CTR (%) : Google Ads

1.10

▼ -29.49%

Average CPC : Google Ads

28.37 USD

▼ -8.98%

Conversions : Google Ads

17

▲ 0%

Conversion Action: A_Online Lead_Form Submission,

Google Ads Forms + Calls : Cu...

88

▲ 28.33%

Google Ads: Conversion Action: A_Online Lead_Form Submission,

G Ads Conv Rate : Custom Wid...

16.70 %

▲ 188.99%

Google Ads: Conversion Action: A_Online Lead_Form Submission,

Cost per G Ads Conv : Custom...

169.91 USD

▼ -0.84%

Google Ads: Conversion Action: A_Online Lead_Form Submission,

Cost : Google Ads

14951.73 USD

▲ 3,097.55%

Total Calls : Calltrackingmetrics

71

▲ 2,266.67%

Missed Calls : Calltrackingmet...

5

▲ 0%

Average Duration : Calltrackin...

02:51

▲ 72.73%

TRUE BLUE COLLAR

**NICHE
INSIGHTS**

PPC SMART NICHE	HVAC: AC Repair/Installation
Minimum Budget	\$1,000
Estimated CPA Range	\$100-\$175
Estimated Leads (Min Budget)	6-10
Remarketing Eligible	Yes
Recommended Offer	%off/New Customer Discount
What you need to know?	A competitive Offer is Key



We have stellar results for dozens of HVAC companies!

It is your turn now!!

Let us help YOU GROW your biz!!!



CPA: AKA COST PER CONVERSION. THIS IS A CRUCIAL METRIC THAT ESTIMATES THE EXPENSES TO ACQUIRE NEW CUSTOMERS AND MEASURES THE REVENUE IMPACT OF A MARKETING CAMPAIGN.



CPC - CPC IS THE MOST IMPORTANT FACTOR THAT DECIDES THE EARNINGS OF THE PUBLISHERS. AS FAR AS WE HAVE ANALYZED CPC DEPENDS ON THREE SIMPLE FACTORS – COUNTRY, KEYWORDS AND QUALITY/AGE OF THE SITE. IMPRESSION SHARE -



IMPRESSION SHARE - IMPRESSION SHARE AS AN IMPORTANT METRIC THAT SHOWS ADVERTISERS HOW MUCH MORE THEY COULD DO WITH THEIR CURRENT AD CAMPAIGNS. MOST OF THE OTHER METRICS SHOW ADVERTISERS CURRENT STATS ON ONGOING CAMPAIGNS, RATHER THAN POTENTIAL OPPORTUNITIES.

GLOSSARY



QUALITY SCORE - QUALITY SCORE IS GOOGLE'S RATING OF THE QUALITY AND RELEVANCE OF BOTH YOUR KEYWORDS AND PPC ADS. IT DEPENDS ON MULTIPLE FACTORS, INCLUDING:

- YOUR CLICK-THROUGH RATE (CTR).
- THE RELEVANCE OF EACH KEYWORD TO ITS AD GROUP.
- LANDING PAGE QUALITY AND RELEVANCE.
- THE RELEVANCE OF YOUR AD TEXT.
- YOUR HISTORICAL GOOGLE ADS ACCOUNT PERFORMANCE.



% TOP OF PAGE IMPR - THE PERCENTAGE OF TIME YOUR AD HAS BEEN SHOWN IN THE TOP POSITIONS OF THE SERP. THIS CAN OFTEN EFFECT IMPR, CLICK, CTR ETC.



NUMBER OF CONVERSIONS - NUMBER OF YOUR USERS THAT ARE COMPLETING THE SET CONVERSION ACTION ON THE LANDING PAGE. THIS ALLOWS YOU TO GAUGE THE SUCCESS OF YOUR SITE OR APP AND IDENTIFY AREAS FOR IMPROVEMENT. IMPROVING THE "CONVERSION RATE" REFERS TO GETTING MORE CONVERSIONS WITH THE SAME AMOUNT OF TRAFFIC.

GLOSSARY