



UNLOCK YOUR GOOGLE ADS POTENTIAL

HVAC - Heat Installation

- Repair - Service

Case Study

GEO-TARGET: El Paso TX

TRUE BLUE COLLAR



CLIENT GOALS

HVAC - Heat Installation - Repair - Service Leads Between \$100-\$175 Per Lead



HOW WE HELPED

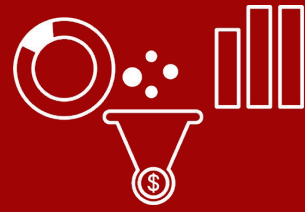
In-depth focus on eliminating costly keywords, while optimizing for area traffic

RESULTS



\$24.20

CPA



300

NO. OF CONVERSIONS



\$4.31

CPC



17.79%

CONVERSION RATE



42%

IMPRESSION SHARE



91.6%

MOBILE % OF TOTAL CONV



6/10

QUALITY SCORE



72%

% OF PHONE CALL CONV



76.93%

% TOP IMPR SHARE



3.07%

CTR

CAMPAIGN REVIEW

- With our aggressive focus on keyword maintenance and optimization, as well as phone call conversion optimization, we were able to keep this account on track with increasing conversions and cutting campaign costs on a monthly basis. By continuing to optimize for phone calls and keywords, we will continue to drive down CPA and increase conversions for this account.

ACCOUNT SNAPSHOT

Impressions : Google Ads

54968

▼ -58.62%

Clicks : Google Ads

1686

▲ 45.09%

CTR (%) : Google Ads

3.07 %

▲ 252.87%

Average CPC : Google Ads

4.31 USD

▼ -55.34%

Conversions : Google Ads

15

▲ 650%

Conversion Action: A_Online Lead_Form Submission,

Total Calls : Calltrackingmetrics

285

▲ 53.23%

Google Ads Forms + Calls : Custo...

300

▼ -0.64%

Google Ads: Conversion Action: A_Online Lead_Form Submission,

G Ads Conv Rate : Custom Widgets

17.79 %

▼ -0.99%

Google Ads: Conversion Action: A_Online Lead_Form Submission,

Cost per G Ads Conv : Custom Wi...

24.20 USD

▲ 573.33%

Google Ads: Conversion Action: A_Online Lead_Form Submission,

Cost : Google Ads

7260 USD

▼ -35.23%

Missed Calls : Calltrackingmetrics

12

▼ -36.84%

Average Duration : Calltrackingm...

00:52

▼ -20%

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