



UNLOCK YOUR GOOGLE ADS POTENTIAL

HVAC - AC Installation/Repair

Plumbing - Service Plumber

Plumbing - Water Heater

Case Study

GEO-TARGET: Salt Lake County, Davis County

TRUE BLUE COLLAR



CLIENT GOALS

HVAC Leads Between \$75-133 Per Lead



HOW WE HELPED

Focused efforts on implementing negative keywords to reduce irrelevant search queries and clicks.

RESULTS



\$63.42

CPA



740

NO. OF CONVERSIONS



\$38.76

CPC



61.11%

CONVERSION RATE



41.36%

IMPRESSION SHARE



100%

MOBILE % OF TOTAL CONV



5/10

QUALITY SCORE



70.5%

% OF PHONE CALL CONV



27.32%

% TOP IMPR SHARE



1.58%

CTR

CAMPAIGN REVIEW

- By implementing negative keywords consistently, we're able to reduce irrelevant search queries and clicks. Giving more budget to be converted as leads to the focused search terms and keywords. This has been particularly helpful through the match type changes by Google.

ACCOUNT SNAPSHOT

Impressions : Google Ads

76466

▲ 298.63%

Clicks : Google Ads

1211

▲ 105.95%

CTR (%) : Google Ads

1.58

▼ -48.53%

Average CPC : Google Ads

38.76 USD

▲ 58.72%

Conversions : Google Ads

218

▲ 44.37%

Google Ads Forms + Calls : Cu...

740

▲ 10.86%

G Ads Conv Rate : Custom Wid...

61.11 %

▲ 0.04%

Cost per G Ads Conv : Custom...

63.42 USD

▲ 16.44%

Cost : Google Ads

46933.97 USD

▲ 226.86%

Total Calls : Calltrackingmetrics

522

▲ 2,800%

Missed Calls : Calltrackingmet...

11

▲ 0%

Average Duration : Calltrackin...

01:01

▼ -57.64%

TRUE BLUE COLLAR

**NICHE
INSIGHTS**

PPC SMART NICHE	HVAC: AC Installation/Repair/Service
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