

Case Study for a Plumbing Services



Challenge

The main challenge of the account was to increase Conversions and to lower down the Cost per conversion.

Client Problems Earlier

- Spending More With Less Conversions
- Complaints Regarding Optimization

Reason For Low Performance Observed By Us

- Inadequate budget
- No Ad Extension
- Irrelevant Landing pages
- No Call Tracking
- Poor Ad Copies

Solution & Process

Followed By Us

We started with the allocation of a landing page. We then took over the campaigns and started testing new Ads with different Headlines and Descriptions. These new Ads outperformed the previous Ads, as we were able to help increase the click through rates (CTR) and decrease the cost per conversion. Below are a few more strategies we applied to the campaigns.

Steps taken -

1. We have expanded keywords list.
2. Allocation of budget to the best performing campaign.
3. Set up Conversion action for Thank you page and Calls.
4. Monitoring of budget consumption and adjusting according to weekly and daily patterns.

Results

Over a period of time we saw a steady increase in number of conversions with a decrease in cost/conversion ratio.

| Month ▾ | Conversions ▾ | Cost / conv. ▾ | Conv. rate ▾ |
|----------|---------------|----------------|--------------|
| Sep 2018 | 50.00 | \$23.38 | 71.43% |
| Aug 2018 | 46.00 | \$24.42 | 61.33% |
| Jul 2018 | 29.00 | \$40.90 | 31.87% |
| Jun 2018 | 28.00 | \$41.89 | 30.77% |
| May 2018 | 25.00 | \$45.02 | 36.76% |
| Apr 2018 | 24.00 | \$45.71 | 38.71% |

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