

# 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

Started with allocation of landing page. We took over the campaigns, we started testing few Ads with different Headline & Description. These new ads performed much better than the old ads. This helped us increase click through rates (CTR) and decrease the cost per conversion. Below are few more strategies we applied on 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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