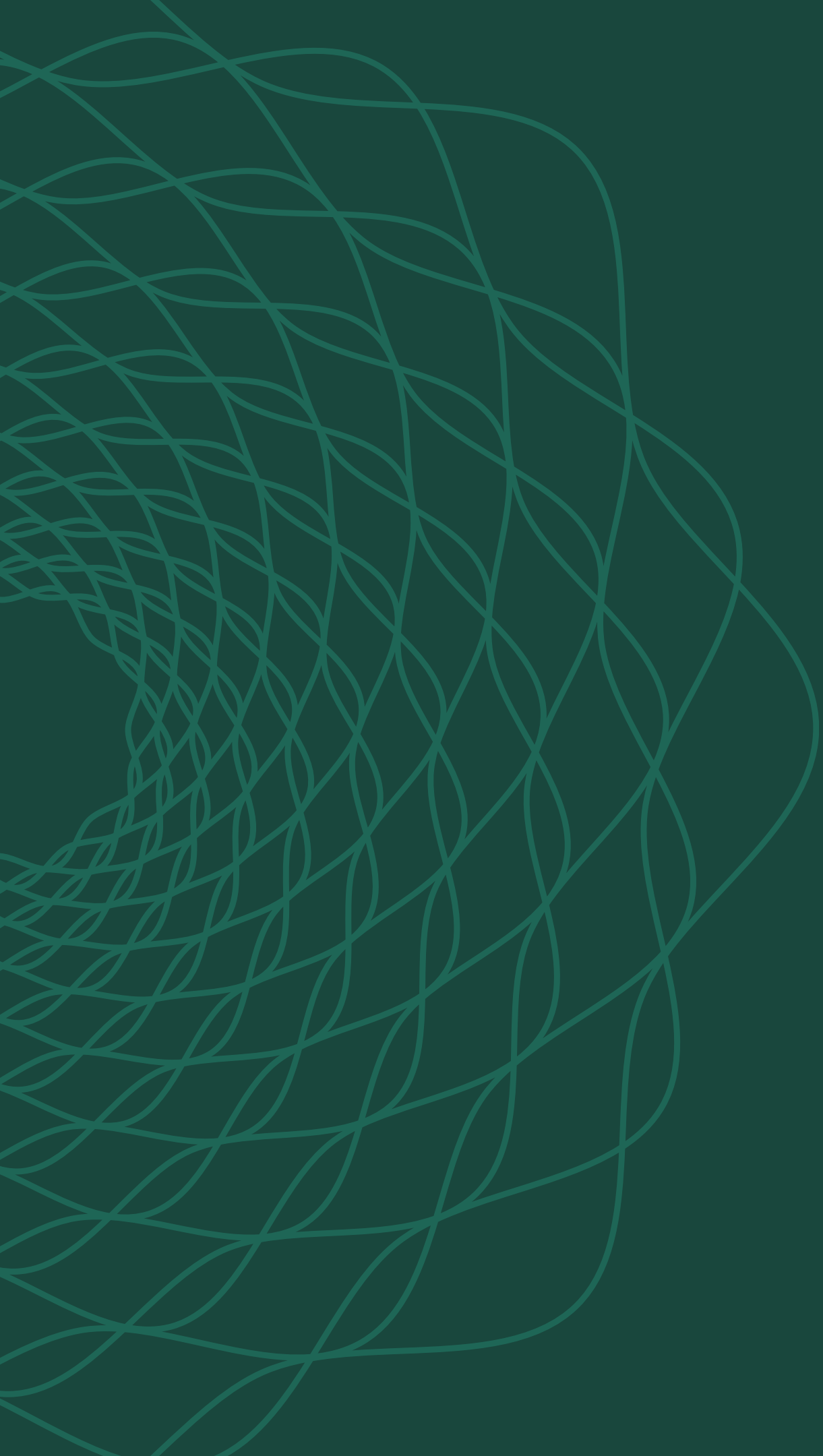




Google ads Case Study

For Plumbing Business

Introduction

Our client specializes in providing top-tier lead generation services for businesses across various industries in the United States. Their mission is to help companies grow by delivering high-quality leads that convert into loyal customers.





Background & Challenges

Background:

Despite offering exceptional lead generation services, our client faced challenges in expanding their customer base through online marketing efforts. Their goal was to enhance their digital footprint and streamline lead acquisition for plumbing businesses.

Challenges:

- **Low Brand Visibility:** The client had a limited online presence, which hindered their ability to compete with established players in the plumbing lead generation market.
- **Inefficient Lead Generation:** Previous advertising campaigns did not effectively reach potential clients, resulting in low conversion rates and high customer acquisition costs.
- **Limited Online Engagement:** The client struggled with minimal interaction with prospective plumbing businesses, affecting their ability to build trust and drive inquiries.

To address these challenges, we conducted a comprehensive analysis of the client's Google Ads account. We examined their service offerings, market demands, and competitors' advertising strategies. This allowed us to develop a targeted Google Ads strategy aimed at increasing visibility and generating high-quality leads for plumbing businesses.

Approach

Campaign Setup:

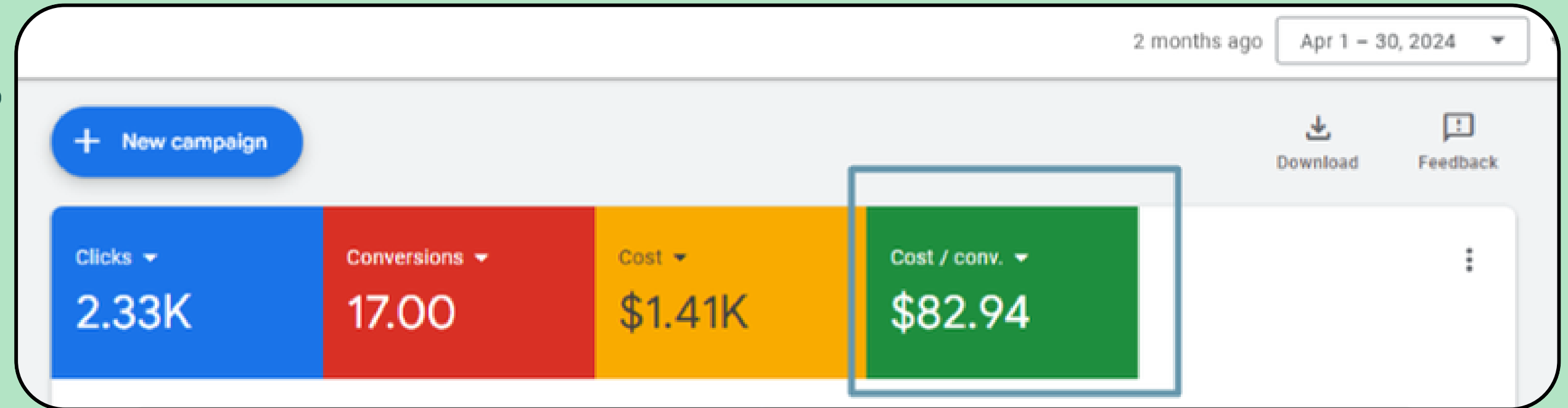
P–Max Campaigns:	Search Campaigns:	Smart Campaigns:	Search Call Campaigns:
Launched Performance Max campaigns to leverage Google’s automation and machine learning to optimize ad performance across all Google properties.	Implemented targeted Search campaigns to capture high-intent queries from users actively seeking plumbing services.	Deployed Smart campaigns to utilize Google’s machine learning for ad creation and optimization, ensuring efficient reach and engagement.	Set up Search Call campaigns to directly connect potential customers with the client through phone calls, enhancing the opportunity for immediate engagement and lead conversion.

- Automated Ad Creation: Leveraged Google’s machine learning to automatically generate and optimize ads based on the provided business information and target settings.
- Conversion Tracking: Established robust tracking mechanisms for key actions, including form submissions and phone inquiries, directly from the ads.
- Ad Copy and Testing: Developed multiple headlines, descriptions, and images for the automated system to test and optimize.
- Local Relevance: Employed location targeting to ensure ads reached potential plumbing businesses within the specific service areas.
- Budget Optimization: Utilized automated bidding strategies to optimize the campaign budget in real-time for optimal performance and conversion rates.

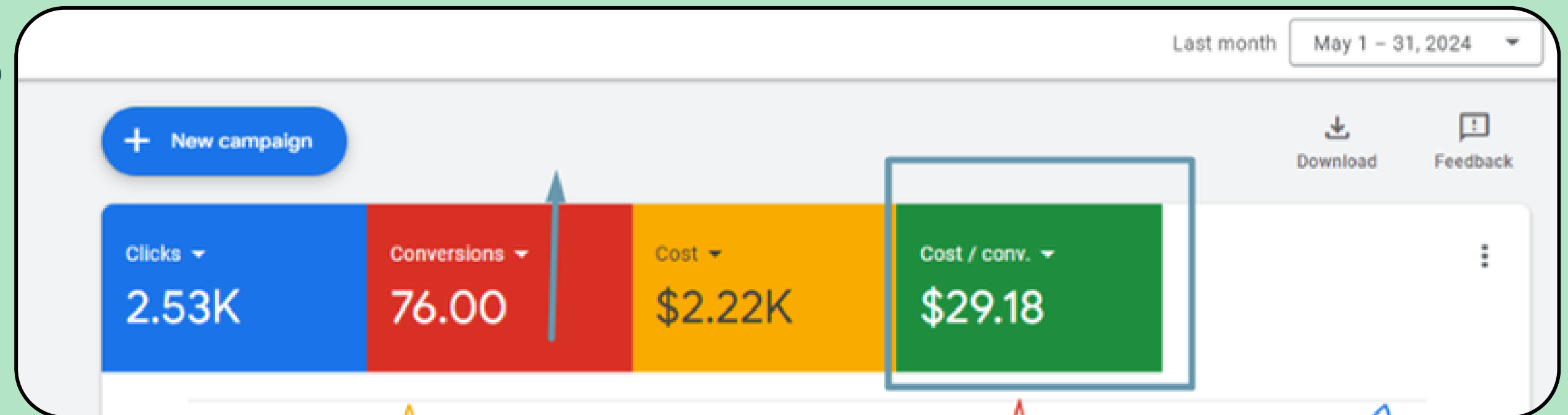
Execution

Before:

- Low online visibility
- Inefficient lead generation



After:



The combined efforts of P-Max, Search, Smart, and Search Call campaigns significantly enhanced the client’s online presence and lead generation effectiveness. By harnessing Google’s machine learning and automated optimization, we markedly increased the number of qualified leads while maintaining an efficient Cost Per Acquisition (CPA).

Labels: Enabled Ad group status: Enabled Add filter

Campaigns

Last month May 1 - 31, 2024 < > Show last 30 days

+ Add filter

Search Segment Columns Reports Download Expand More

☐	☒	Campaign	el	Optimis	Bid strategy type	Campaign type	Impr.	Clicks	CTR	↓ Cost	Avg. CPC	Conversions	Cost / conv.
☐	☒	Search / Sewer (27.02.24)	Main	100% *****	Maximize conversions	Search	619	39	6.30%	\$449.29	\$11.52	5.00	\$89.86
☐	☒	P-max / Water Heater / Sump Pump	Main	100% *****	Maximize conversions	Performance Max	32,177	940	2.92%	\$308.98	\$0.33	17.00	\$18.17
☐	☒	P-max / Drain Cleaning (28.02.24)	Main	100% *****	Maximize conversions	Performance Max	19,484	806	4.14%	\$304.40	\$0.38	25.00	\$12.18
☐	☒	Local / Other Services / Sewer / Sewer	Main	100% *****	Manual CPC	Search	188	23	12.23%	\$233.58	\$10.16	1.00	\$233.58
☐	☒	Brand Search \$2500	Main	100% *****	Maximize clicks	Search	15	7	46.67%	\$39.99	\$5.71	1.00	\$39.99
Total: All enabled campaigns in your current view ⓘ				—			52,483	1,815	3.46%	\$1,336.23	\$0.74	49.00	\$27.27
☒		Total Account ⓘ		—			70,274	2,531	3.60%	\$2,217.68	\$0.88	76.00	\$29.18

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Campaign Stats & Results

- **Conversions have increased by 111.11%**
- **Conversion rate has increased by 555.93%**
- **Cost/Conversion has decreased by 55.27%**

Conclusion

The strategic use of Google Ads, combined with advanced machine learning tools and a variety of campaign types, transformed the client's digital marketing efforts. The result was a substantial increase in high-quality leads and a more efficient use of their advertising budget, positioning them as a competitive player in the plumbing lead generation market.

Thank You

