

Home Service Case Study

CONTEXT



CAMPAIGN LENGTH

One year



GEOGRAPHY

Western U.S.



INVESTMENT

\$288,449



SOLUTIONS

Device ID Matchback, Display, Facebook, SEM, Organic SEO and Local SEO, Performance Max

STRATEGY

To achieve all the client's goals, we employed a diverse range of products across the sales funnel, with each targeting a distinct objective. With the product selection, the client was able to average 150+ leads a month for the 12 months.

PRODUCT SELECTION

- Display and Facebook were chosen to reach affluent homeowners in the area to cover the top and middle of the funnel. – 32% of budget (Display) and 21% of budget (Facebook)
- Our team used SEM to target those at the bottom of the funnel who were ready to purchase. – 26% of budget
- Device ID targeted specific postal routes in the neighborhoods the client was active in. – 4% budget
- Local and Organic SEO were used to ensure the client's website was easy to find, accurate and up-to-date. – 13% budget
- Performance Max was utilized to make sure the client's ads reached the right audiences. – 4% budget

OBJECTIVE AND OVERVIEW

The client, a home service company specializing in windows and doors, aimed to enhance its online presence and attract more visitors to its website. They aimed to boost leads, enhance brand recognition, and decrease their cost per acquisition.

RESULTS

95%

Increase in leads

1.5k

Total leads

37%

Increased engagement

14.1M

Impressions

75%

Decrease in cost per lead (CPL)

\$177

Final CPL

206

Calls attributed to SEM

\$800k

Increase in revenue from the previous year