

Case Study for a HVAC Industry



Our Objective

We make Search Marketing affordable for every entrepreneur and small business. We help our customers expand their web traffic and sales, helping them grow their business domestically or internationally.

Company Background

Heating And Air Conditioning Industry

Our Approach

- Bid adjustment on location and device level.
- Strengthen negatives list and analyzed Search Terms.
- Analyzed recommendation and applied relevant recommendation to increase the Optimization Score.

Results

After bid adjustment at location and device level in September, The performance of the campaign has increased from 11 to 18 Conversions and Conv. Rate has also increased from 1.80% to 3.73% in the month of October .

After removing conflicting negative keywords in October, the Conversions increased from 11.00 Conversions to 36.00 Conversions and cost/conv. decreased from \$150.14 to \$60.78.

