

Case Study for a Kitchen Remodeling 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

Kitchen Remodeling Service

Our Approach

- Added keywords after reviewing the SQR report
- Created separate campaign for dynamic search ads
- Increased keywords list by adding relevant keywords
- Created a remarketing campaign by targeting "Similar to All Converters" audiences

Results

The performance of the campaign has increased to 137 Conversions and 4.85% in conversion rate.

After pausing non-performing keywords and adding new performing keywords the performance of campaigns has been boost from 67 conversions to 231.33 conversions.

Month ↑	Conversions ▼	Cost / conv. ▼	Conv. rate ▼
December 2022	67.00	\$97.39	5.39%
January 2023	137.33	\$82.51	4.85%
February 2023	231.33	\$66.76	7.27%
Total	435.67	\$76.44	6.01%