

HVAC AND PLUMBING COMPANY

Campaign Analysis

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WWE	890	6,350	EER	10,985	GRT	665	6,800
	(-20)	(-200)		(+580)		(-16)	(-119)
PLH	9,542	MJB	2,609	PQN	7,454	NFR	6,522
	(-128)		(+35)		(+149)	(+122)	(+182)
QMN	5,211	MMJ	7,100	BIT	7,150	KLM	782
	(+156)		(-60)		(+159)	(+74)	(+101)
MBB	3,320	WFF	712	HJM	134	LC	2,022
	(-120)		(+12)		(+5)	(-10)	(-40)





CLIENT'S PAIN POINTS



Our client offers air conditioning, heating and geothermal HVAC in Baltimore, MD and the surrounding counties— a large, competitive market. Previous to Business Marketing Engine, the client engaged in PPC and had used other PPC vendors but was extremely unsatisfied with how the results were quantified and how their campaign was managed.



OUR SOLUTION



Business Marketing Engine developed a comprehensive campaign management strategy to help our client stay ahead of the competition. We identified target markets, developed a comprehensive keyword list, and created custom, creative ad copy that resonated with potential customers. We then used advanced analytics to track and measure campaign performance to optimize results and make data-driven decisions.



TO OPTIMIZE THEIR AD CAMPAIGNS, OUR PPC SPECIALISTS:



Observed the client's previous ad campaign analytics to adjust future ad strategies



Conducted keyword research and identified profitable market segments



Developed highly targeted ad copy that resonated with their target audience



Added negative keywords to ensure relevance to their target audience



Optimized bids, budget allocations and other settings to maximize ROI



Monitored campaign analytics to fine-tune strategies and pivot quickly to changing market conditions



Provided detailed monthly reports to the client, highlighting key insights and areas of improvement



OUR FINDINGS

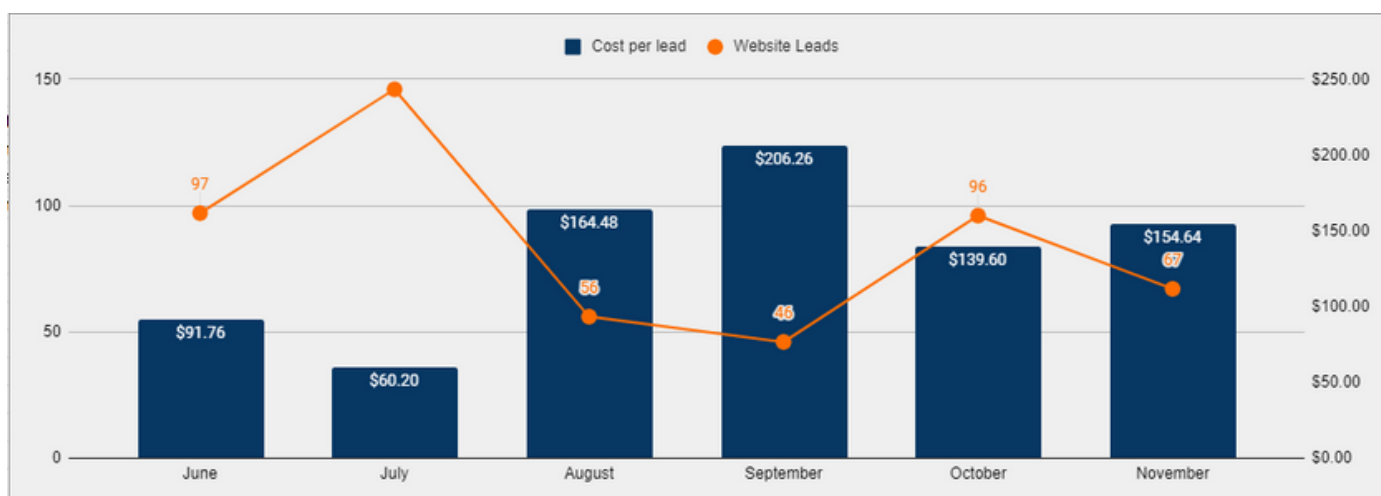


Since optimizing our client's pay-per-click ad campaigns, we've increased their lead generation from three leads per month to a maximum of 146 leads per month. Our PPC specialists have also decreased their cost per lead from \$277.99 to a minimum of \$60.20. Finally, we have increased our client's ad impressions by nearly 300 percent.

CONSOLIDATED REPORT

GOOGLE ADS - HVAC AND PLUMBING COMPANY												
Month	January 2022	February 2022	March 2022	April 2022	May 2022	June 2022	July 2022	August 2022	September 2022	October 2022	November 2022	Total
Ad Budget	\$9,000.00	\$9,000.00	\$9,000.00	\$9,000.00	\$9,000.00	\$9,000.00	\$9,000.00	\$9,000.00	\$9,000.00	\$9,000.00	\$9,000.00	
Budget Used	8.90%	88.31%	78.06%	92.98%	96.75%	98.90%	97.66%	102.34%	105.42%	148.90%	115.11%	
Status	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	
Ad Impressions	39,440	237,620	105,103	63,102	95,286	136,965	155,015	154,847	146,685	108,896	68,963	771,371
CTR	0.67%	0.73%	1.04%	1.46%	0.91%	0.85%	0.93%	0.82%	0.87%	1.87%	2.12%	1.24%
Link Clicks	265	1,727	1,093	920	869	1,164	1,442	1,273	1,273	2,034	1,461	8,647
Cost per link click (CPC)	\$3.02	\$4.60	\$6.43	\$9.10	\$10.02	\$7.65	\$6.10	\$7.24	\$7.45	\$6.59	\$7.09	\$7.02
Website Leads	3	74	88	64	105	97	146	56	46	96	67	508
Cost per lead	\$277.99	\$107.40	\$79.83	\$130.75	\$82.93	\$91.76	\$60.20	\$164.48	\$206.26	\$139.60	\$154.64	\$136.16
Amount Spent	\$800.98	\$7,947.78	\$7,025.43	\$8,368.31	\$8,707.51	\$8,900.60	\$8,789.76	\$9,210.74	\$9,487.74	\$13,401.34	\$10,360.31	\$60,150.49

COST-PER-LEAD VS. WEBSITE LEADS



These results have enabled our client to grow their business and become more competitive in the marketplace.



OUR CONCLUSION



Google PPC is a highly effective way to drive traffic, generate leads and increase ROI. By investing in a professional PPC agency and working with their team, we dramatically improved their analytics by increasing their click-through rate, generating more leads and reducing the cost-per-lead. Our client is now in a better position to capitalize on the ever-evolving digital marketplace and increase their revenue potential.

At Business Marketing Engine, our PPC specialists strive to provide clients of any industry with the best possible results. Through careful research and analysis, as well as strategic planning and optimization, our team helps create successful campaigns that generate high-quality leads and maximize ROI.

ABOUT BUSINESS MARKETING ENGINE



Unlike other digital marketing agencies, Business Marketing Engine offers a comprehensive approach to PPC services with an emphasis on data-driven results.

To maximize the success of a campaign, we provide our clients with the following:

- A dedicated Project Manager and Marketing Strategist who will work with you to understand your business goals and objectives
- Detailed monthly reports that showcase the progress of your campaigns and ad spend
- Ongoing optimization based on performance data
- A support team to answer any questions and assist in the entire process

To learn more about how Business Marketing Engine can help you generate more leads, minimize your cost-per-lead, increase your click-through rate and optimize your campaigns, contact our team today.

Call us today at: (888) 618-9123 or visit our website at:
<https://businessmarketingengine.com/>

