



Case Study

HVAC Client

- Conversions
- Impressions
- Clicks

Client: Local HVAC

Setting The Scene:

Initial meeting with the client they already went through two digital providers and were currently working with a broadcast tv station for their search and social execution. Results had been sub-par at best.

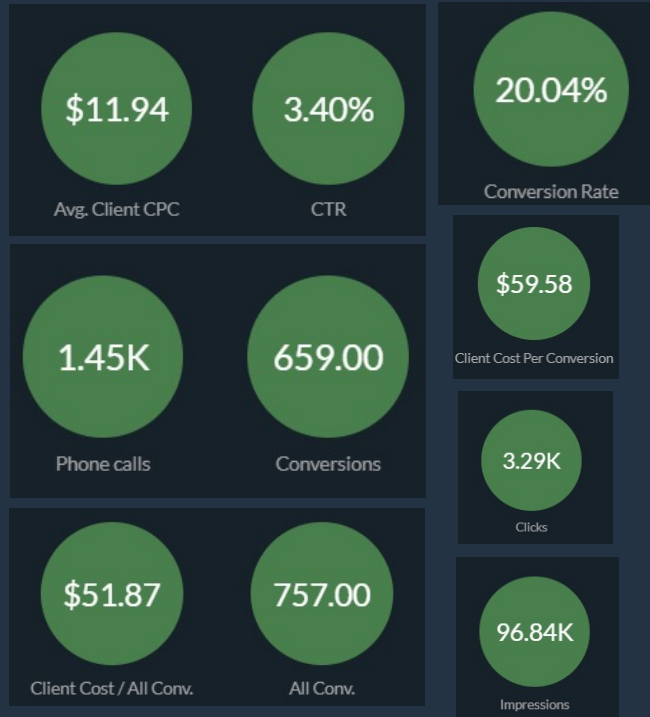


After meeting with HVAC client, there was a need to generate more business from key business areas during the spring & summer.

6 Targets

Client chose 6 key areas of business to focus their digital advertising efforts.

SEM Performance Overview



Strategies

Search

6 Ad Groups

Targeting each one of their defined products and services

Display

Targeted Display

Keyword targeted display with retargeting pixel.

Social

Facebook Ad Campaign

Special Sales offers used to target social consumers.

OTT/Programmatic Targeted Video

Keyword based targeted video.



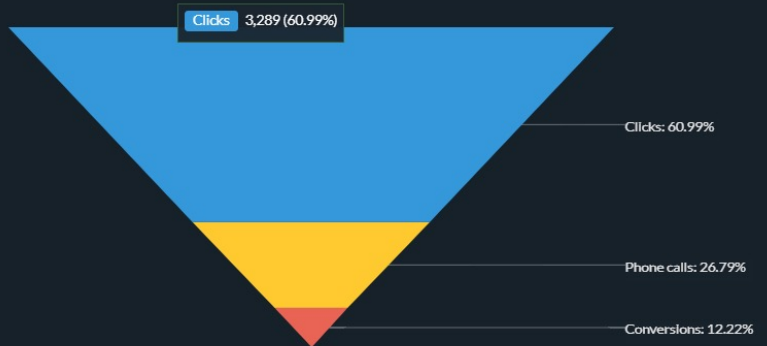
Based in Mobile, AL

Campaign Overview

HVAC is a very highly competitive industry in digital advertising.

The client's main objective was to generate leads from calls from each ad property. Using our proprietary campaign structure, we delivered 5x over the client's original goal of the campaign. Each ad platform was customized to perform their desired outcome.

Call Performance-Search

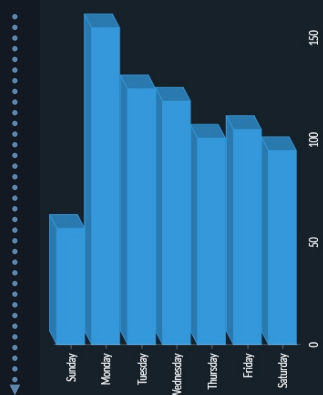


KPI's

Calls from Ads



Conversion by Day



Conversion Actions

Conversion Action Name	All Conv.
Local actions - Website visits	1.00
Local actions - Directions	35.00
Clicks to call	38.00
Local actions - Other engagements	24.00
Calls from ads	425.00
Call From Website	153.00
Submit lead form	4.00



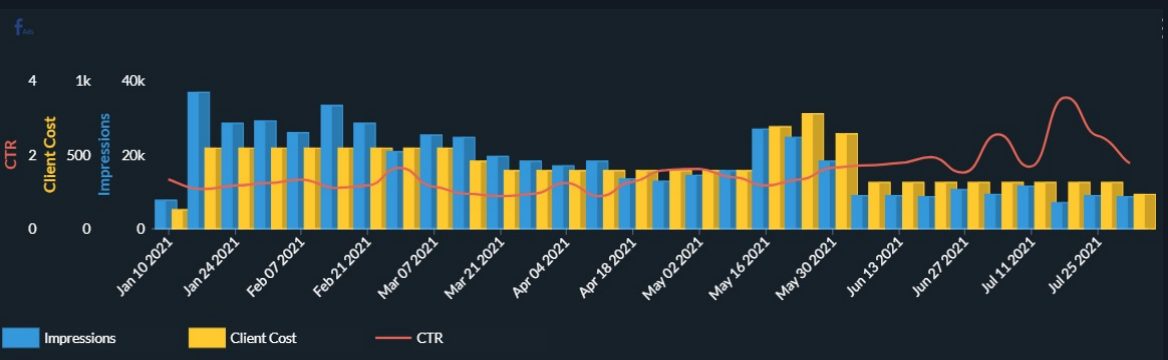
Case Study HVAC Client

■ CTR
■ Cost
■ Impressions

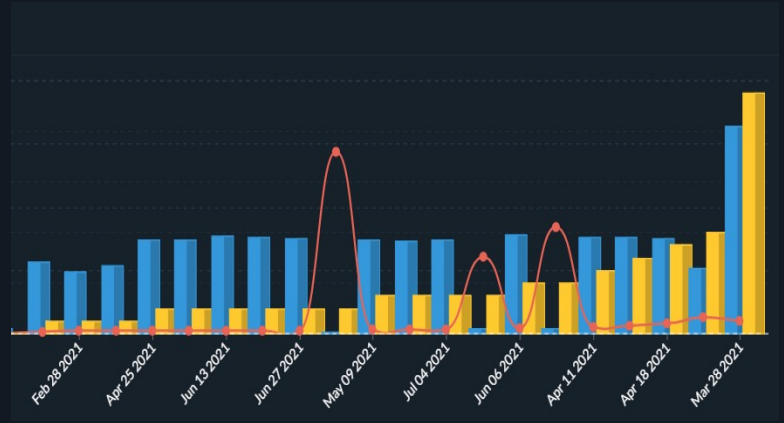
Facebook Ad Summary



Facebook Ads Performance



Programmatic Overview



KPI's

Calls from Ads

