

## LOCAL KITCHEN COMPANY CASE STUDY

# Google Ads Campaign

A local kitchen company in Stoke-on-Trent wanted to get more clients for their services. Getting more phone calls was very important to them because they serve some areas where they don't have an office.

### Results

Our team created and ran a Google Ads campaign for 11 months. Our client got 135 calls with an average duration of 2,5 minutes.



**£500**

MONTHLY BUDGET

**135**

UNIQUE CALLS

**2.5mins**

AVERAGE CALL DURATION

**£3.52**

AVERAGE CPC

**£40.74**

AVERAGE CPL