

INDUSTRY

Plumber SEO – Sewer & Drain

49% Conversion Rate

CONVERSIONS



272

COST PER CONVERSION



\$20

Average Sale;
\$137

CONVERSION RATE



49 %

The client had never engaged in Paid Advertising previously. They are a 24-hour service working seven days a week. Their top priority is to grow the number of calls received.

Since starting this brand-new SEM campaign, over a six-month period we were able to achieve 272 conversions (phone calls). In their most recent 30-day reporting period, the initiative generated 57 total conversions, at a cost-per-lead of \$16.69. Our all-time conversion rate for this project is a staggering 48.66%. Through a process of cost per click mitigation we have been able to drive up the number of leads while pushing down the cost per lead.

It is worth mentioning that this client is also engaged in our SEO services and seeing great results. With expert SEO implemented on your website, you are able to increase Google's Quality Score which positively affects your SEM campaigns.