



**DAW MEDIA**

MARKETING AGENCY

# GOOGLE ADS

## Case Study



Google Ads





## **Our Client:**

This is a home improvement company that provides quality roof installations and repairs in Norwich, Connecticut and the surrounding areas.

## **Goal:**

Generate high-quality phone calls for their home improvement business.

## **Project Duration:**

1.5 Years (Ongoing)

## **Problem Statement:**

The company needed new business and quality phone calls for their skilled workforce. They had a hard time generating phone calls and leads.





## Strategy (Overview)

The client wanted to grow their brand and reputation by showcasing their work on their website. The team decided to set up a simple search campaign optimized for each keyword.

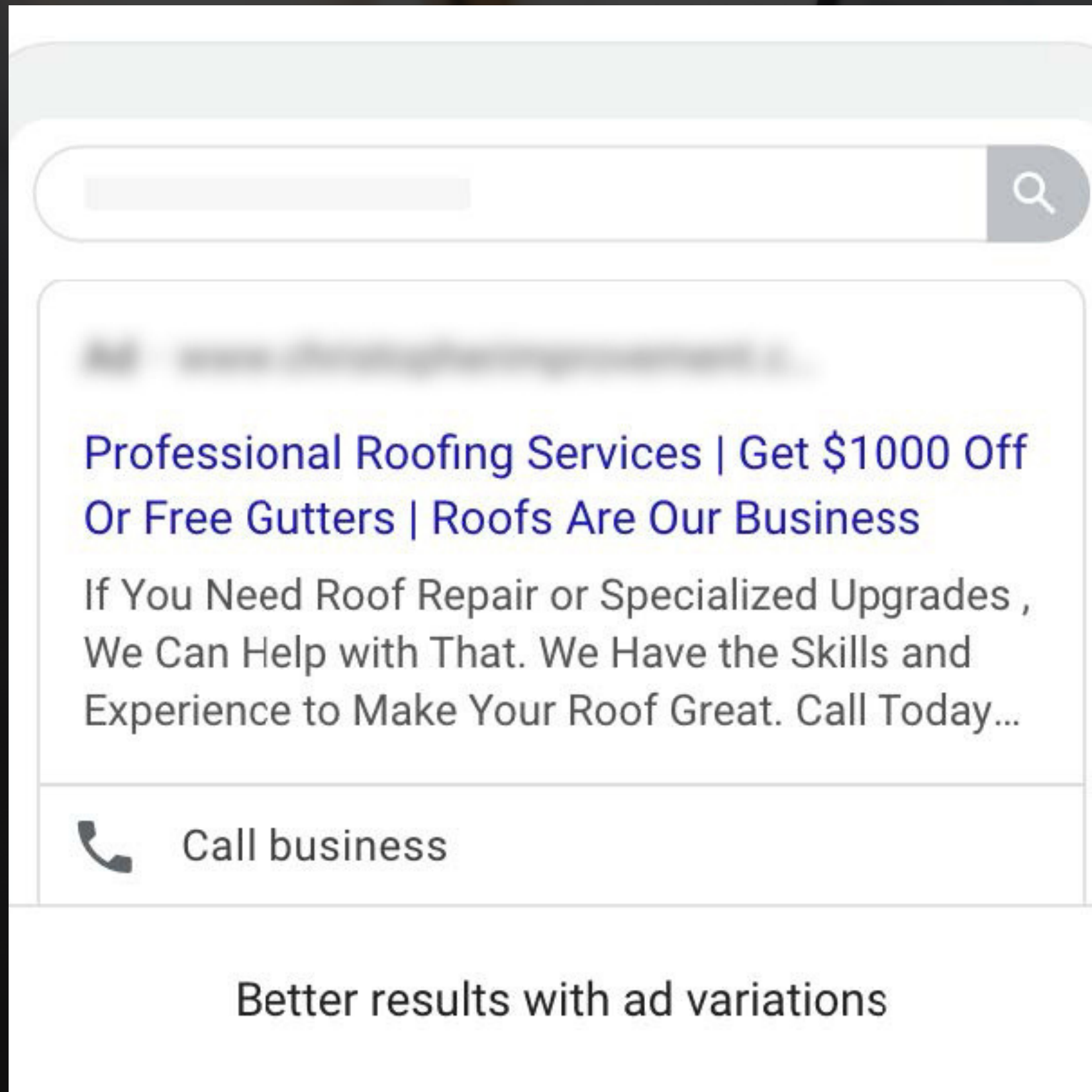
### The target audience was based on income and interests:

<b>Target Audience</b> Custom Audience	<b>Interest:</b> In the market for events	<b>Language:</b> English	<b>Age group:</b> 35 - 65+	<b>Income class:</b> Top 41% and up

**This strategy did two things, it targeted people who showed interest in home improvement and it targeted people who were in the local area.**




# Best Performing Ad



The screenshot shows a search engine results page. At the top is a search bar with a magnifying glass icon. Below it is a search result card for a roofing business. The card features a blurred header, a main headline in blue text, a sub-headline, a descriptive paragraph, and a 'Call business' button with a phone icon.

**Professional Roofing Services | Get \$1000 Off Or Free Gutters | Roofs Are Our Business**

If You Need Roof Repair or Specialized Upgrades , We Can Help with That. We Have the Skills and Experience to Make Your Roof Great. Call Today...

 Call business

Better results with ad variations

- The team used search ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 15k+ views.
- After generating quality link clicks and phone calls, we did not create a similar campaign for remarketing.



## Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
15,218	46	42	0.93%

**\$ Budget:** \$2,000 Per Month

**📍 Location:** NORWICH, CONNECTICUT

## Solution (Campaigns Used):

**Search Ads:** Finding people who are intentionally looking for the client's services.

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

This resulted in new leads for the client which helped grow the business.