

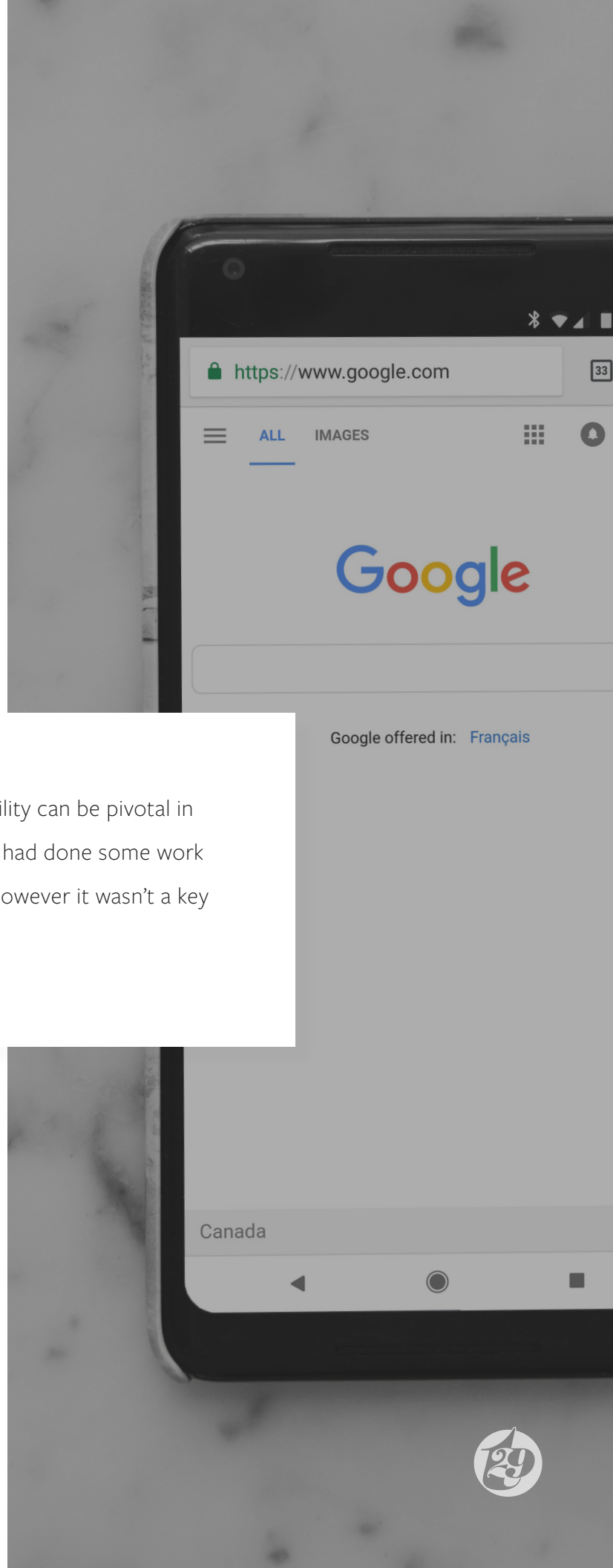
# Cal Vintage

## Case Study



# The Problem

For service businesses their online reputation and visibility can be pivotal in getting new work from customers. Cal Vintage Roofing had done some work with Google Ads on the Search and Display networks, however it wasn't a key source of leads.





# What We Know About Google Search Results

More than 40% of clicks on Google go to the top 3 ads listed in the results.

75% of people say paid ads on Google make it easier to find the information they're looking for.

Businesses make an average of \$2 in income for every **\$1** they spend on google ads.

Sources Wordsteram | Google



# Our Solution.

Through a series of optimizations, Cal Vintage's campaign was to turn the traffic being driven by Google Ads into new business requests at a higher rate. A few adjustments and a new website later, Google Ads is now a strong source of leads for the company.

## + Focus on Search

After some testing we found that the Display Network was great for getting traffic to the Cal Vintage site, however the users it brought weren't contacting the sales team. Search Ads delivered leads at a much higher rate.

## + Seasonal Messaging

For a service like roofing, the needs of customers are going to be different based on the time of year. Campaigns that focused on seasonal messaging like rain or heat were built and run at appropriate times.

## + Updated Landing Page

Luckily Cal Vintage was working with our web design team and improved their landing pages for our campaigns. Providing all of the necessary information users are looking for in a clean and digestible layout improves the effectiveness of advertising campaigns.



# The Results.

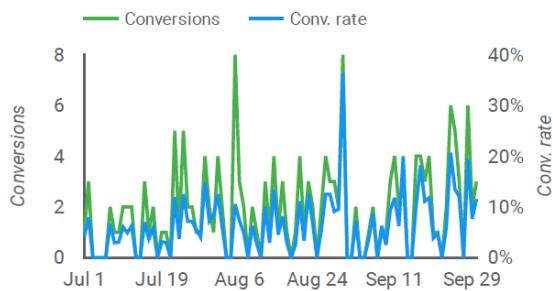
## Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

Conversions  
**177.0**  
↑ 113.3%

Conv. rate  
**6.3%**  
↑ 98.7%

Cost / conv.  
**\$43.10**  
↓ -52.3%



- ✓ 113% increase in conversions.
- ✓ Nearly a 100% increase in Conversion Rate.
- ✓ \$50 decrease in cost per conversion.

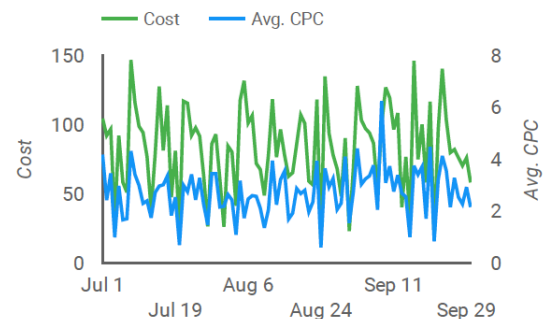
## Cost Per Click

by Cost, CPC, and CPM

Cost  
**\$7.66K**  
↑ 1.8%

Avg. CPC  
**\$2.70**  
↓ -5.1%

Avg. CPM  
**\$27.30**  
↓ -15.0%



15% savings on CPM (cost per thousand impressions)



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Peace of Mind Repairs, Reroofs. 30 years experience in residential & commercial.

Leaky Roof? Repair Specialists | Call for a Free Estimate Today

**Ad** [calvintageroofing.com/roof\\_leak/repairs](http://calvintageroofing.com/roof_leak/repairs)

Repairs, Maintenance, Reroofs. 30 years experience in residential & commercial.

Cal Vintage Roofing Service | Try 30 years of roofing skill.

**Ad** [www.calvintageroofing.com](http://www.calvintageroofing.com)

Roof needs? Call, email or stop by for residential, commercial install or repair

5% savings on Cost per Click

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