

CASE STUDY

GOOGLE ADS

Increasing Leads by 70% and Cutting
Costs by 118% for a Pest Control Company

Pest Control Company



OVERVIEW



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The client is a top provider of pest, weed, termite, and rodent control services in Parker County, Texas. They are known for delivering exceptional pest control solutions across the county. Despite their strong reputation, they faced the challenge of generating high-quality leads while minimizing the cost per conversion.



ABOUT THE CLIENT

The client specializes in pest, weed, termite, and rodent control throughout Parker County, Texas.



PROBLEM STATEMENT

The client needed to produce quality leads without exceeding their budget. The primary challenge was optimizing their Google Ads campaigns to lower the cost per lead (CPL) while maintaining the volume and quality of leads generated.

GOALS

The project spanned 8 months, during which the primary goal was to increase the number of qualified leads while keeping the CPL low to support business growth.



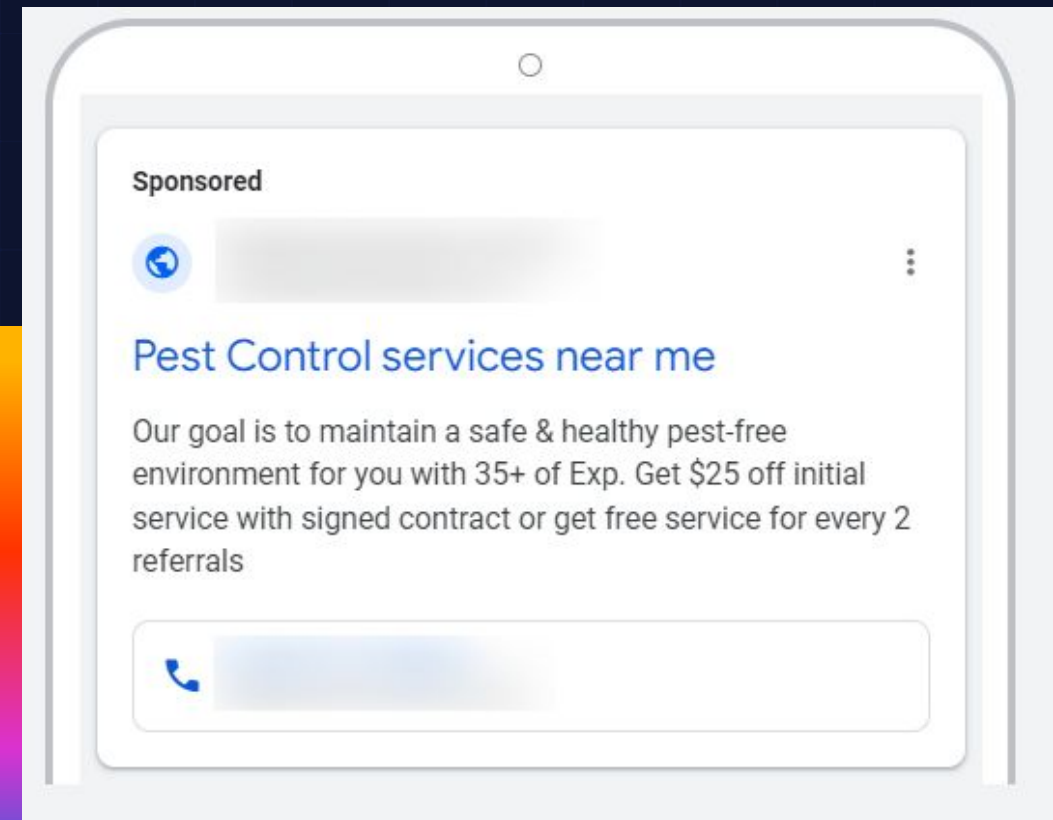
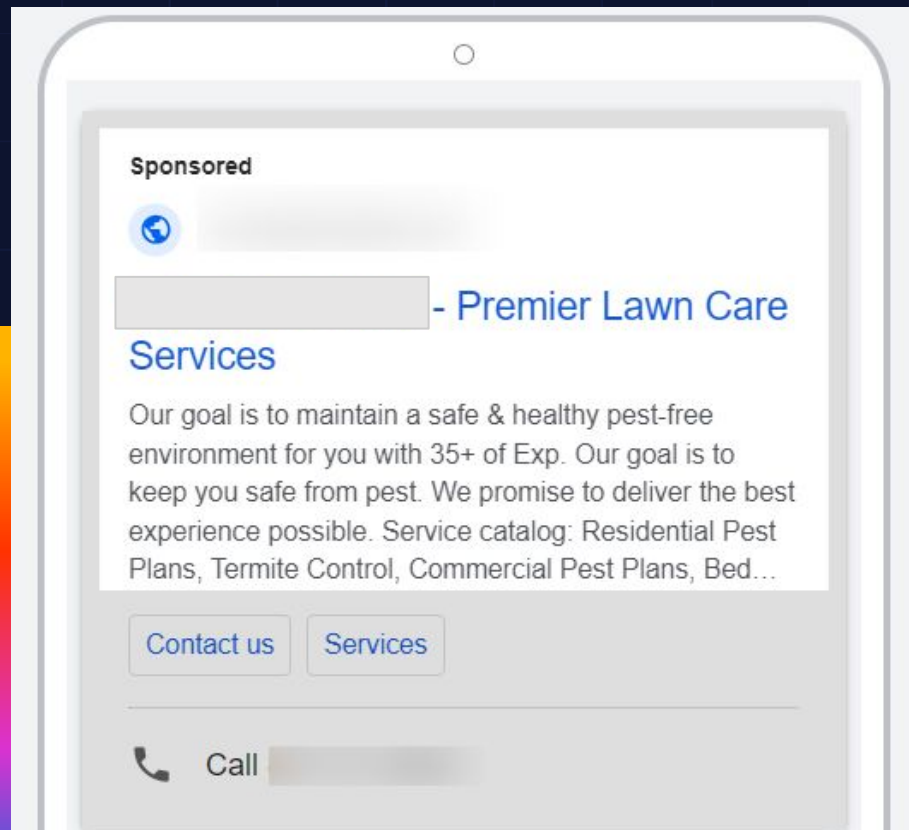


STRATEGY

To optimize the Google Ads campaigns for this pest control service, we created targeted search and call campaigns focused on relevant keywords and audience segments. Initial general optimizations showed potential but required further refinement. A detailed analysis of services and audience behavior led to strategic adjustments that significantly enhanced lead quality.

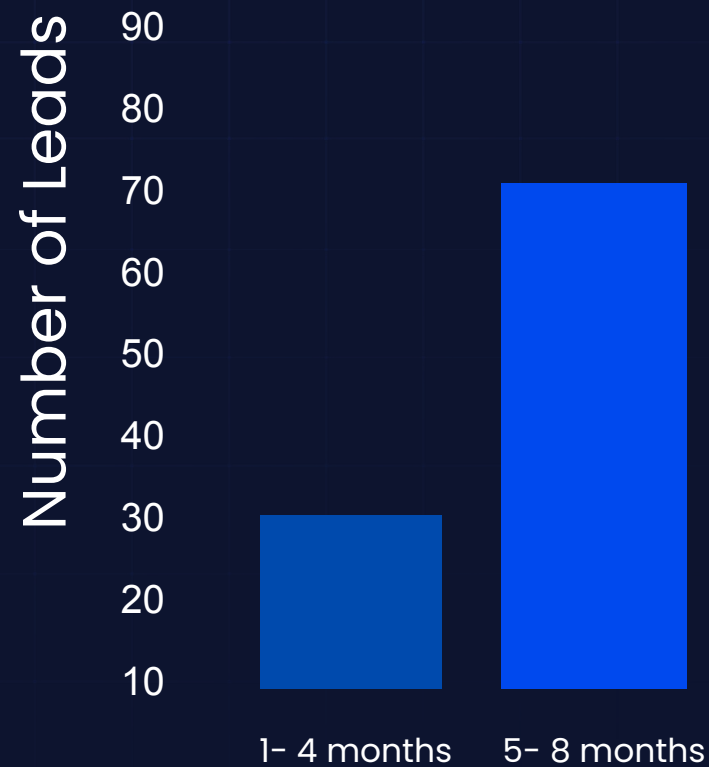
BEST PERFORMING ADS

The best-performing ad featured high engagement, with a strong call to action like "Call us Now." It was optimized for visibility and engagement, which significantly contributed to overall lead generation and reduced the CPL.



DETAILED RESULTS

The campaign achieved a click-through rate (CTR) of 7.58% and a cost per click (CPC) of \$10.73, with a total expenditure of \$7,125. Over the project's duration, 98 leads were generated. The CPL improved significantly, decreasing from \$133 in the first 4 months to \$47 in the final 4 months.



FINAL OUTCOME

Through strategic optimization and continuous monitoring, we helped the client increase the quality of their leads while reducing conversion costs. Implementing automated bidding strategies and incorporating client insights were critical to this success.

Budget: \$1,000 Per Month

Location: Parker County, TX

CONCLUSION

Traffic campaigns were implemented to focus on generating quality leads at a lower CPL. Various bidding strategies and ad types were tested to optimize performance and ensure a steady flow of leads to the business.

