

# CASE STUDY



**Arizona Plumbing  
& HVAC Services**



**Arizona**



## Overview :

A local plumbing and HVAC service provider in Arizona, partnered with us to drive consistent leads via Google Ads using a multi-campaign approach. The goal was to reduce cost per lead, increase conversion volume, and maximize local visibility in targeted service areas.

## Campaign Period: Jan 1 – May 31, 2025

Month	Impressions	Clicks	Cost (\$)	Avg. CPC	Phone Calls	Conversions
Jan	170,188	4 ,425	\$6,093	\$1.38	57	41
Feb	38 ,121	2,996	\$6,032	\$2.01	46	29
Mar	34 ,056	1,625	\$6 , 397	—	102	36
Apr	80,563	1,421	\$5,056	\$3.56	64	68
May	198,198	3,799	\$5,362	\$1.41	45	108

# Campaign Strategy Breakdown



## 1. Performance Max (PMax)

Used to capture cross-network conversions from existing remarketing lists and product/service-based queries. Supplemented brand traffic with automated bidding + asset group segmentation.

- Focused on "AC Repair", "Water Heater", and "Emergency Plumbing"
- Observed strong conversion spikes in May due to budget reallocation and audience signal refinement



## 2. Call-Only Ads

High-intent, mobile-first ads designed to trigger direct phone calls from local service queries. Focused on "AC Repair", "Water Heater", and "Emergency Plumbing"

- Top-performing in Jan and Mar with call spikes of 57 and 102 respectively
- Enabled call tracking via extensions and used ad schedules to focus on business hours



## 3. Geo-Targeted Campaigns

Radius and zip-based targeting to prioritize Chandler, Gilbert, Mesa, and Phoenix zip codes.

- Split ad groups per city + service (e.g. "Plumber Mesa", "HVAC Chandler")
- Adjusted bids based on call volume heatmaps and CPA trends

# Campaign Strategy Breakdown



## 4. Service-Specific Search Campaigns

Manual CPC campaigns segmented by service category:

- Water heater installation
- Drain cleaning
- General plumbing
- AC repair & seasonal tune-ups

## Results & Highlights



Calls increased by **78.9%** from Jan (57) to peak in Mar (102)



Conversions more than doubled from Jan (41) to May (108)



Cost per click dropped by 60% from April to May



Best ROI month: May 2025 with 108 conversions at the lowest CPC of \$1.41



Consistent performance from Display RMKT + Search extensions supporting bottom-funnel actions of \$1.41



## KEY LEARNINGS

- **Layering call ads and PMax together helped reduce dependency on search-only traffic**
- **Zip-code level geo splits allowed smarter budget control and higher lead quality**
- **CRO audits ensured service pages loaded under 2.5s, supporting higher conversion rates**
- **Form fills and call tracking integrated with CRM helped validate lead quality**

## Next Steps

Scale PMax further with seasonal offers and audience exclusions

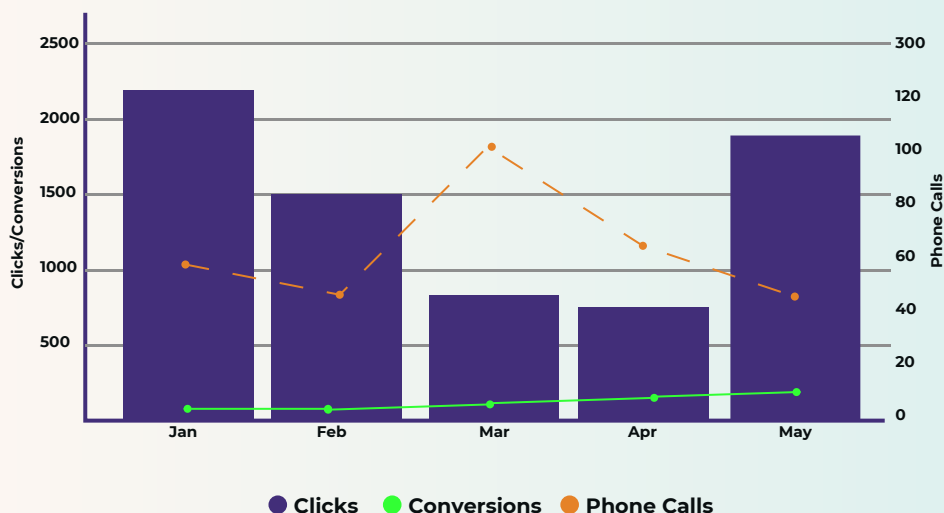
Launch LSAs (Local Service Ads) to complement call-driven strategy

Implement video-based Demand Gen campaigns for brand recall

## Summary


With over **28,000+ clicks** and **280+ confirmed leads in 5 months**, Account strategic Google Ads campaigns turned their ad account into a scalable lead engine while reducing cost per lead and boosting call quality.

Google Ads Performance (Jan-May 2025)



# CASE STUDY

 Plumbing Services

 Texas (Bastrop, East Austin)



## Overview :

A Plumbing company in Teaxs partnered with us to establish a scalable, lead-driven funnel through Google Ads. The objective was to increase booked service calls, reduce cost-per-lead, and maintain visibility in a competitive Texas market.

Campaign Period: Jan 1 – May 31, 2025

Month	Impressions	Clicks	Cost (\$)	Avg. CPC	Phone Calls	Conversions
Jan	334,285	1,513	\$10,110	\$6.68	153	96
Feb	278,973	1,586	\$8,319	\$5.25	97	86
Mar	228,885	2,591	\$12,340	—	161	109
Apr	62,860	1,447	\$11,660	\$10.17	202	156
May	47,209	1,163	\$9,568	\$8.23	267	220

# Campaign Strategy Breakdown



## 1. Performance Max (PMax)

Designed to drive full-funnel impact using both service intent and remarketing signals.

- Targeted Plumbing, Emergency Repairs, and Drain Services
- Achieved peak visibility in Feb and March with broad match and custom intent audiences



## 2. Call-Only Ads (Mobile-First)

Core focus on driving phone inquiries during working hours via location-optimized call-only ads.

- 267 calls in May from a single campaign cluster
- Time-of-day bidding helped boost weekday leads



## 3. Geo-Targeted Campaigns

Targeted at local service areas around Bastrop, Smithville, and East Austin

- Zip-code segmentation with location-specific keywords
- Layered with site links, callouts, and structured snippets



## 4. Brand + Competitor Campaigns

Branded keywords protected direct traffic while competitor terms drove conquest opportunities.

- Brand CTR remained above 10% in all active months
- Used IF functions to personalize ads by device and urgency-based search terms

## Results & Highlights



Calls grew 74%, peaking in May with 267 tracked calls



Conversions jumped 129% from Jan (96) to May (220)



Avg. CPC reduced by 20% between April and May



Strongest month: May with highest call-to-conversion ratio and lowest cost per qualified lead



## KEY LEARNINGS

- Mobile-first call ads dominated conversions for emergency searches
- Scaling PMax with detailed service pages improved asset group quality scores
- CRM-connected form tracking increased accuracy in lead attribution

## Summary

Bastrop Plumbing's Google Ads transformation showcases a data-led, geo-optimized strategy that tripled conversions and call volume in just 5 months. Strategic testing, budget control, and service-line segmentation played a vital role in unlocking scalable lead generation.

