

# CASE STUDY

HVAC PPC



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## RETURN ON AD SPEND FOR PPC

**HVAC Company Sees 1,214% ROAS**

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## HVAC Return on Ad Spend Case Study

### THE PROBLEM

A leading heating and cooling company wanted to generate more new customers in their service area from their website in addition to organic traffic and leads. But the company was not familiar enough with Google AdWords and didn't have enough time to manage their own campaigns, so they turned to Blue Corona for help.

### THE SOLUTION

To help them reach more customers and hit their growth goals, Blue Corona set up and tested a Google AdWords PPC campaign for the company starting in January 2016.

With our understanding of local paid search campaigns, we were confident in our ability to see a positive return immediately within the campaign, due to our use of highly-specific ad text and keywords to target city-by-city in their service area. Using our call tracking and tagging data, we knew we'd be able to attribute revenue to the correct sources and use that information to optimize performance and determine success within the campaign.

### THE RESULTS

There are a lot of paid search metrics companies like to use to determine PPC success—cost per click, cost per lead, click-thru rate, and conversion rate. These metrics are important, but we take our results reporting a step further: tracking PPC success all the way down to revenue.

In 2016 (the first year of investing in PPC with Blue Corona), with \$12,247 worth of ad spend, the company generated \$148,670 in revenue from the Google AdWords PPC campaign.

**That's a return on ad spend of 1,214%!**

### 2016 Results

**Ad Spend:**  
**\$12,247**

**PPC Revenue:**  
**\$148,670**

**ROAS:**  
**1,214%**

**Average Clicks/ Month:**  
**355**

**Average Leads/ Month:**  
**43**

**Average Conversion Rate:**  
**12%**

**Average Monthly Spend:**  
**\$1,021**

**Average CPL:**  
**\$28**

## TAKEAWAYS

With proper campaign setup and management, PPC has the potential to offer an incredible ROAS for HVAC companies. Of course, not all PPC companies are created equal! At Blue Corona, we have a team of dedicated paid search specialists with years of experience creating and optimizing campaigns in a wide range of industries.

Our PPC specialists work with an account manager to learn every aspect of a client's business model to better manage the account, including:

- The client's sales funnel
- The lead-to-sale ratio
- The visit-to-lead ratio
- Profit margins for each product and service sold

We use our understanding of the client's sales funnel to set bids appropriately, achieve an optimal CPL, and maximize ROAS. Our desire to make the client's business our own combined with years of expert PPC management experience equals a cost-effective form of advertising with tremendous reach and potential.

## ABOUT BLUE CORONA

*Founded in 2008, Blue Corona is a data-driven online marketing company that helps businesses accurately measure and track their advertising efforts to generate more leads and sales from the web. For each client, Blue Corona implements inbound internet marketing strategies such as pay per click (PPC) advertising, search engine optimization (SEO), online lead generation, ad tracking, conversion rate optimization, and website redesigns. Blue Corona was ranked on the Inc. 500 list in 2012 and again on the Inc. 5000 list for 2013, 2014, 2015 and 2016. The company has offices in both Gaithersburg, MD and Charlotte, NC.*

**Call us today at: (800) 958-5797 or follow us:**

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## WHAT MAKES US DIFFERENT:



Unlike other PPC companies, we operate from the perspective of a business owner. We strive to provide superior service by offering the following to all our PPC clients:

- **A dedicated Account Manager, someone who understands business and PPC, to be your guide**
- **Detailed monthly reports (you can actually understand) that connect PPC performance to your bottom line**
- **A support team that includes a dedicated PPC specialist, web designer/developer, and a dedicated professional copywriter**
- **Custom in-house tools and resources to optimize your campaigns, developed with our years of experience**