



Case Study | Commercial Roofing

Leading best-in-class marketing platform, adVantage™, enables company to successfully manage search campaigns by increasing their Click Through Rate to 6.50% in just 6 months.

Executive Overview

A commercial roofing company in Birmingham that had clients all over Southeast US served a wide array of businesses - from small local clients to Fortune 500 companies.

The company offered services such as roof condition assessment, installation, leak repairs & preventative maintenance.

But despite having 50 years of industry expertise and such an impressive client portfolio, the company was struggling to bring in new business, due to stiff competition from other local vendors in several areas. The advertiser needed to find a way to attract more customers while keeping costs low.



increase in CTR



increase in Clicks

Challenges

The company owners had limited search advertising knowledge and as such were managing their campaigns directly in Google Adwords. They were struggling to manage campaign budgets and keywords bids.



increase in Calls

They were also unable to, optimize their campaigns for maximum ROI and, accurately track & report campaign results.

The Solution

iMedia Audiences platform, adVantage™, helped the advertiser optimize their spend on search advertising by offering efficiency features such as automated bid management, and precise budget pacing. The platform also provided conversion optimization and data reporting support which helped the advertiser drive strong campaign performance.

Their campaigns were set according to industry best practices using tightly themed groups of keywords and customized ad copy. Call Tracking was enabled, giving the advertiser the ability to identify calls that were being generated by the campaign.

In May 2019, the business's campaigns had a Click Through Rate of 1.76% which lead to 19 Clicks and 2 Calls.

The campaigns were then optimized based on performance data. After just 6 months of running the campaigns, in October 2019, the advertiser received 6 calls, a 3x increase. The Click Through Rate increased by 269% to 6.5% which lead to 71 clicks, a 4x increase.