



## The Problem

- Not all conversion actions were tagged on the site (Contact forms, calls)
- Ad account structure had room for expansion and improvement



## The Solution

- Fully restructured ad accounts
- Creation of new conversion points and correct tagging on site
- Location based & call campaigns to tailor activity for local services



## The Tactics

- Call only ads for urgent queries, allowing the customer to reach the client quickly
- Maximise Conversions bid strategies to boost calls & enquiries

## Strategy Rollout & Optimisation

Calls were the key conversion point for the client, so driving more calls from the relevant service areas was the main aim for our strategy. Structuring the ad accounts to hyper-focus on these services areas, with an extra push to drive calls using call-only ads and call extensions, helped to drive significantly increased value for the client from their ad spend.

## Overall Impact

Focusing on tracking all relevant conversions, driving emergency call-outs, and zoning in on the clients service areas delivered significant improvements after one month.

**+33%**  
Leads  
Increase

**-30%**  
Cost per  
Conv.

**-7%**  
Ad Spend

**+103%**  
Direct  
Calls