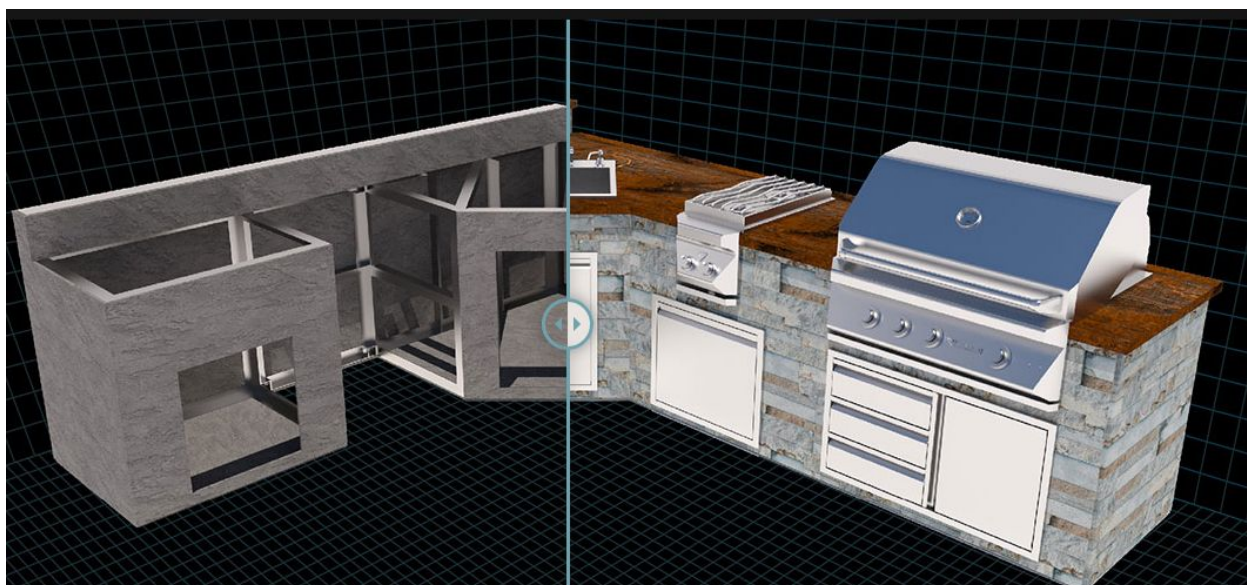




Grillnetics is a comprehensive outdoor cabinetry store that also offers a premium outdoor kitchen & island grill design system to help you transform your living space.



### **Company Objectives**

The goal was to increase the number of monthly inquiries for their high ticket products while keeping our user's search intent very high to ensure we are Utilizing our budget the most effective way.

Campaigns were set up to target major cities in the USA that also had warm weather year round. Various ad copy, landing page & automation settings have

been split tested since the launch to help us identify where we are compromising quality traffic to the site.

- Increase quality of traffic
- Increase lead generation
- Fix & implement accurate conversion tracking

### The Result?

By month 3 we had received **Double** the amount of conversions than we did our first month, while spending almost the same amount of money on ads.

#### Nov. 2019



#### Jan. 2020



Since then, we have been able to continue this upward trend in conversions while continuing to lower our cost per conversion through increasing campaign budgets & making ongoing optimizations to the campaigns. ↓

## June 2020



## All Time Progress



### KPI's

- Site traffic increased by over 430%
- Conversions increased by over 400%
- Cost per conversion has decreased by 42.8%