



Powell's Plumbing is a comprehensive plumbing provider available 24 hours a day servicing the Winchester, Va area.



### **Company Objectives:**

- Increase lead generation from a PPC campaign
- Lower our cost per lead
- Implement accurate conversion tracking

### **The Results?**

We started Off with month over month conversions being around 10. after 3-4 months of optimizing the ad campaign and CRO for the website we started to see double the conversions. After that started being steady we started focusing on how we can lower

our cost per conversion metric, which over the course of 12 months has significantly decreased. ↓

### June 2019



### June 2020



### KPI's

- Conversions up 500%
- Decreased cost per conversion by 63%