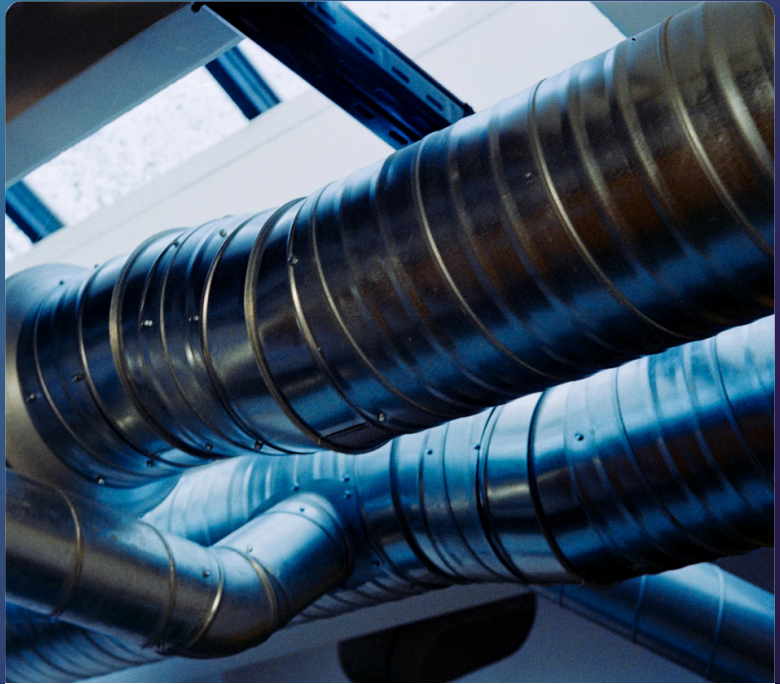


# CASE STUDY



## HVAC Company

Florida based HVAC company specializing in residential properties in a metropolitan area.

**83% increase  
in qualified  
leads.**

Google Ad spend reduced by 41% for both phone calls and form submissions.

[www.ripe.marketing](http://www.ripe.marketing)

# WHAT WE DID

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## Google Ads

Amplified online presence and widened the potential audience with clear objectives of attracting individuals ready to book at that moment.



### Keyword Precision

Research and keyword generation of relevant search terms and removal of irrelevant keywords or non-effective search terms.



### Geographic Focusing

Tailored campaigns specifically for higher income areas that exhibited heightened demand for HVAC services.



### Unique Value Propositions

Highlighted the service points that differentiated the company from their competition, increasing their market awareness and retargeted those with high interest.



### Weekly Optimization

Regular review and tweaks of active campaigns based on previous week's performance.

## TRANSLATION:

A substantial boost in leads and a booked out calendar, with an consistently increasing awareness of the company.

# CASE STUDY