

CASE STUDY



Construction Contractors

Regional construction company specializing in residential repairs, remodeling, and new additions.

536 new leads from direct calls and form submissions.

Google Ad conversions increased 56%, while acquisition cost per lead dropped 28%.

www.ripe.marketing

WHAT WE DID

Google Ads

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



Keyword Analysis

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



Retargeting

Stayed top of mind by specifically targeting high interest leads repeatedly across the internet.



Split Testing

Regular ongoing optimization and split testing based on demographic factors and location targeting.



Weekly Optimization

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

TRANSLATION:

A stream of qualified leads.

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