

CASE STUDY



Restoration Company

Specializing in water restoration, flood clean up, mitigation, fire and smoke damage.

**184% increase
in leads & 30%
increase in
calls.**

Google Ad spend reduced by 28%.

www.ripe.marketing

WHAT WE DID

Google Ads

Implemented a data oriented approach to build a sold advertising campaign for homeowners and commercial properties needing immediate restoration services.



Keyword Analysis

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



Audience Segmentation

Designed targeted campaigns for separate audiences based on water or smoke damage.



Retargeting

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



Weekly Optimization

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

TRANSLATION:

Immediate reach to individuals needing their specific service at that exact moment, resulting in phone calls and booked jobs.

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