

# CASE STUDY

GOOGLE ADS

Driving Leads and Business  
Growth for a Roofing Company  
with Google Ads

Roofing Company



# OVERVIEW



## OVERVIEW

This case study explores the impressive results achieved by a home improvement company based in Norwich, Connecticut, through a strategically crafted Google Ads campaign. The company sought to generate high-quality phone calls and new business for their roofing services. Over a period of 1.5 years, this ongoing campaign has demonstrated significant success.



## ABOUT THE CLIENT

Based in Norwich, Connecticut, our client is a home improvement company specializing in roofing services.



## PROBLEM STATEMENT

The company faced challenges in generating phone calls and leads, which prompted the need for an effective solution.

# GOALS

The primary goal was to generate high-quality phone calls for their skilled workforce and to attract new business.



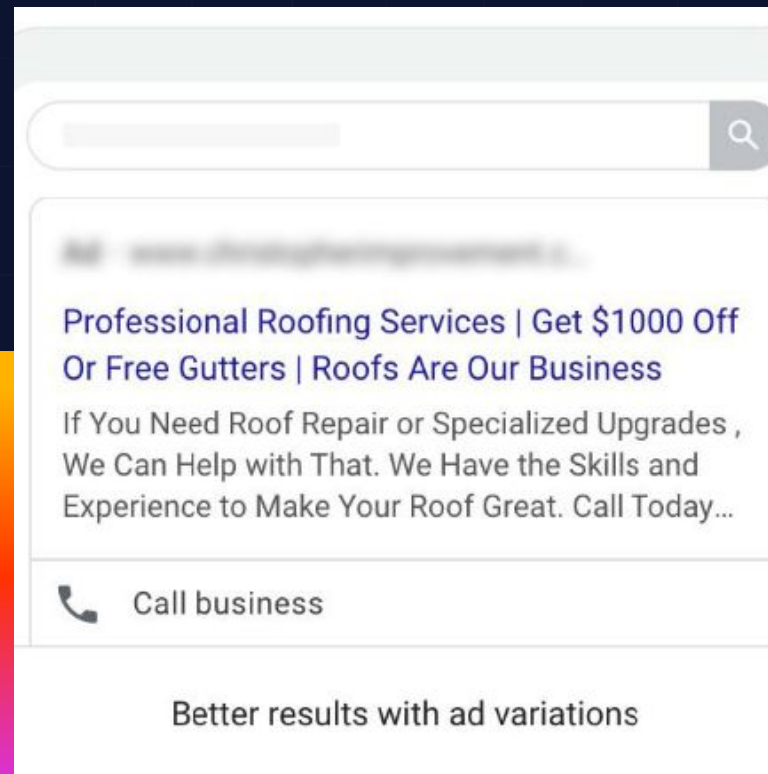


# STRATEGY

The strategy focused on targeting individuals in the local area who showed an interest in home improvement. The campaign utilized search ads with carefully selected keywords that matched users' interests. Each ad was designed to lead potential clients to the company's specific landing page, optimizing their journey towards making a call.

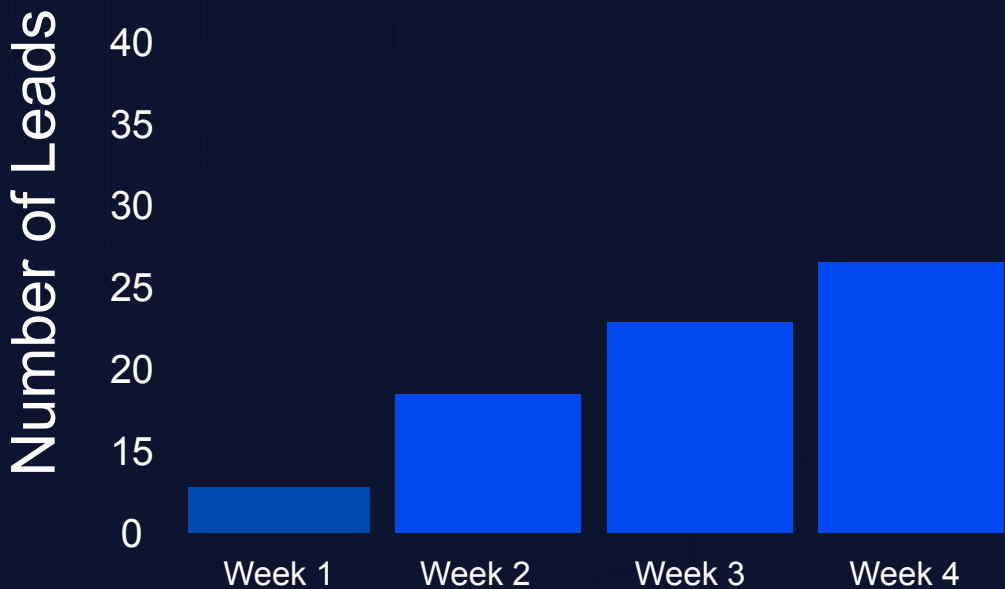
# BEST PERFORMING ADS

The best-performing ad had high engagement, featuring calls to action such as "Call Business." It was optimized for visibility, significantly contributing to overall lead generation.



# DETAILED RESULTS

A custom audience was created based on income and interests, focusing on people aged 35-65+ who were in the top 41% income class and had a demonstrated interest in home improvement. The campaign maintained a healthy ad impression size of over 15,000 views. By allocating a monthly budget of \$2,000, the team ensured that the ads reached a significant audience, generating substantial engagement.



## FINAL OUTCOME

With over 15,000 ad impressions, the campaign achieved 46 conversions and 42 phone calls, resulting in a click-through rate (CTR) of 0.93%. These efforts contributed to new leads for the client, effectively helping to grow the business.

**Budget:** \$2,000 Per Month  
**Location:** Norwich, Connecticut

# CONCLUSION

By leveraging Google Ads, the roofing company successfully overcame their initial challenges, achieving a steady stream of high-quality leads and phone calls. This case study underscores the power of targeted online advertising in driving business growth for home improvement services.

