



Mr. B's Air Duct Cleaning

A Google Adwords client success story



FALL 2017 | ELEVATE ADVERTISING
WHYELEVATE.COM



The Client

ONE OF THE LEADERS IN THE AIR DUCT CLEANING BUSINESS

Nashville | Brentwood | Franklin | Murfreesboro | Hendersonville | Columbia

FACTS:

- Family owned and operated
- Specializing in Air Duct Cleaning and Air Purification
- Serving all of Middle Tennessee since 1998
- Residential and Commercial



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The Problem

HIGH ADVERTISING SPEND WITH UNKNOWN RETURN ON INVESTMENT (ROI)

A common problem for many businesses, Mr. B's Air Duct Cleaning didn't know their advertising return on investment. They were spending thousands of dollars without knowing if their advertising efforts were helping their business grow.



The Solution

REAL TRACKABLE ADVERTISING METRICS WITH COMPLETE OPTIMIZATION

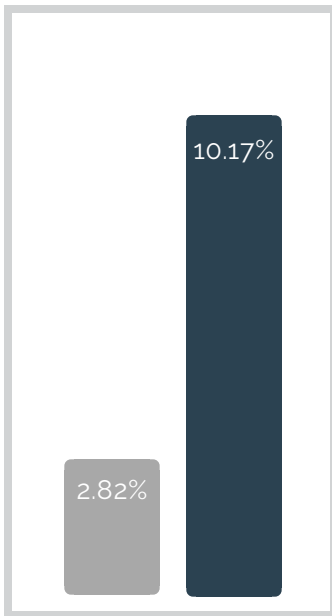
By implementing real trackable methods and metrics, Elevate Advertising was able to increase leads and ROI for Mr. B's Air Duct Cleaning, while lowering their overall advertising budget.



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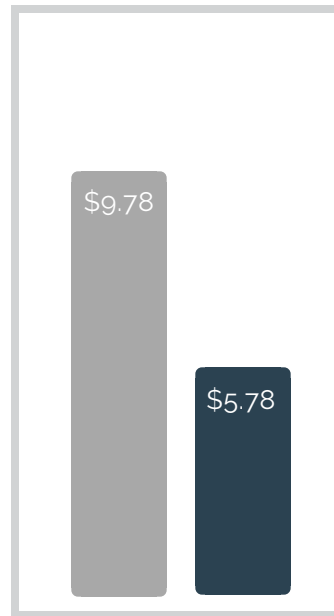
Improved Metrics (Google Adwords)

CTR



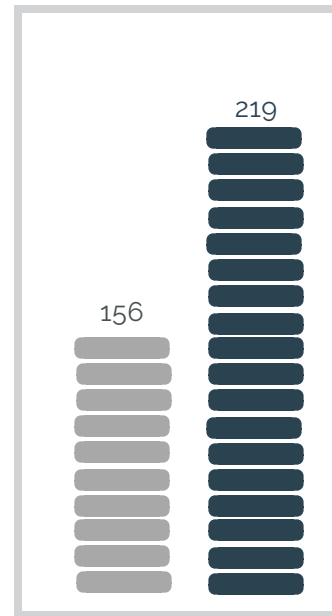
4X MORE PEOPLE ARE GETTING TO THE SITE!

CPC



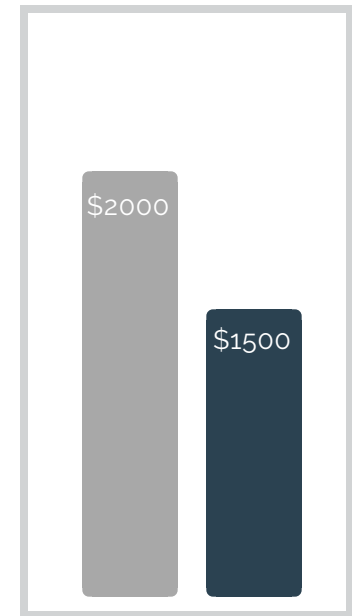
SAVING NEARLY 50% ON EACH CLICK!

CLICKS



OVER 50 MORE CLICKS PER MONTH

AD SPEND



SAVING \$500 PER MONTH WITH IMPROVED RESULTS

CTR = CLICK THROUGH RATE
CPC = COST PER CLICK
ALL STATS BASED ON MONTHLY AVERAGE

71 calls/leads

**ON AVERAGE PER MONTH - WITH A
\$1,500 ADVERTISING BUDGET**

Let's improve your ROI.

We look forward to providing you with transparent and trackable metrics to help transform your advertising dollars into your business growth.

[WHYELEVATE.COM](https://www.whyelevate.com)

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