

COMMERICAL ROOFING COMPANY CASE STUDY



- 50 Employees | 6 U.S. markets
- \$6.3M annual revenue | Budget: \$9k-12k
- Google **Search** Campaigns: Quote Request



Increase in
Conversions

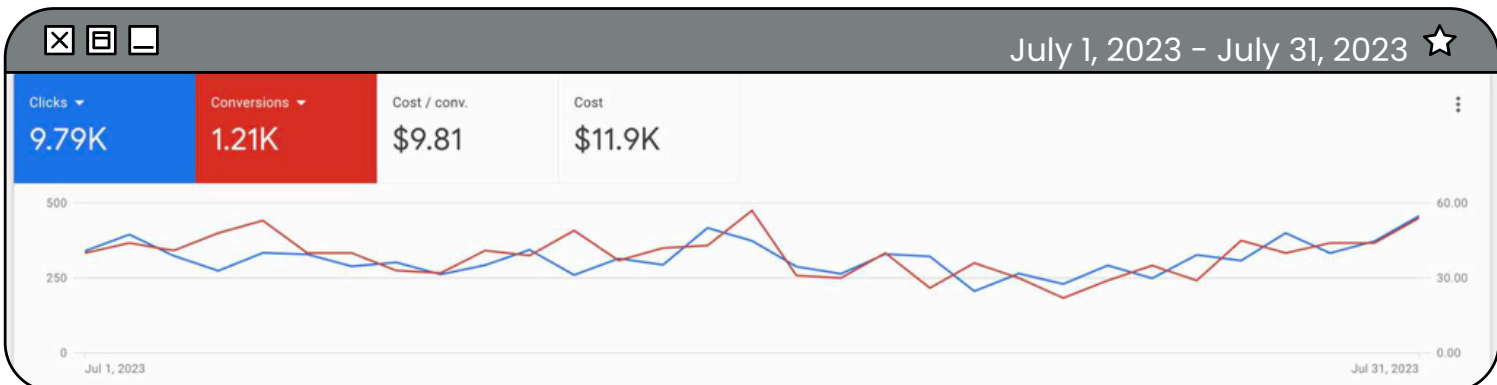
Overview

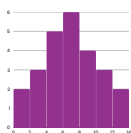
The company had decent search volume, but their campaigns were broad, inefficient, and build without geo-targeting or device based bids. Their sales team struggled with low-quality leads and their ads were too generic to differentiate in a saturated home services market.

Objectives

- Generate High Intent Leads
- Lower Cost per Acquisition (CPA)
- Increase Conversion Volume at Scale
- Improve lead quality
- Increase Click-Through Rate
- Boost Impression share

Outcome





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89% **Increase** in
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The Strategy

1

Conducted a **comprehensive audit** of the search campaigns with a detailed consultation after. Identified major inefficiencies from fragmented ad groups, overlapping keywords, and inconsistent geo-targeting – all leading to wasted spend and internal keyword cannibalization.

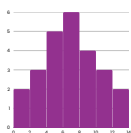
2

Conducted fresh **keyword search** and **competitive gap analysis**, identifying under-leveraged high intent queries. Shifted bidding strategy from manual CPC to TCPA with a \$10 target once version volume stabilized & added custom audience segments roofing services, commercial properties, etc.

3

Restructured all campaigns to be consolidated the campaign structure to minimize overlap, & improve budget control. Geo-segmented campaigns by service area to tailor ad copy. Rebuilt ad groups with tighter themes and switched to a blend of exact + phrase match keywords for more control.

"Dii Pooler made an immediate impact on our search campaigns, she rebuilt our account from the ground up and got us so many more qualified leads."



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Post Campaign Wins

1

They closed \$125k in new jobs off of July leads. I trained their internal team on reading conversion lag + offline lead quality. I created a custom reporting dashboards in Google Sheets with scripts to help them monitor call vs for volume trends.

Post Campaign Strategy

2

Revamped Lead Forms

Redesigned landing page forms to auto detect service zip codes, shorten submission fields, and integrate dynamic call tracking - resulting in a 22% increase in form submissions

3

Call-Only Ad launch:

Deployed separate call-only campaigns in two top-performing cities to maximize phone leads during peak hours and bypass form fatigue.

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