

GOOGLE POWER SOLUTION CASE STUDY

Pool Builder



Overview

Campaign Focus

To increase web traffic, phone calls, and form submissions from individuals seeking Pool Building services.

Campaign Length

6 Months

Products Utilized

Google Power Solution

Impressions	Calls
27,016	42
Form Submits	Conversions
34	87

Objectives

The objective was to enhance web traffic, phone calls, and form submissions from individuals interested in Pool Building services by utilizing targeted display and search ads. We deployed visually appealing display ads across relevant websites and platforms to capture the attention of potential clients. We optimized our search segment by implementing relevant keywords to expand the clients reach on Google.

Solutions

- ◆ We recommended a blended campaign consisting of Display & Search Marketing targeting high net-worth homeowners in a specific geography.
- ◆ Campaign optimizations were made throughout its entirety to increase the delivery of quality leads.
- ◆ This campaign was renewed multiple times because the client was highly satisfied with the results. Their positive feedback and ongoing satisfaction led to the continued investment in the campaign. Each renewal reflected the campaign's success and the client's confidence in its effectiveness.