

GOOGLE POWER SOLUTION CASE STUDY

Roofing Services Business



Overview

Campaign Focus

To drive estimate requests for roofing, siding and gutters.

Campaign Length

8 Months

Products Utilized

Google Search
Google Display

Impressions	Calls
1,420,031	25
Form Submits	Conversions
115	74

Objectives

The objective was to boost estimate requests for roofing, siding, and gutter services through targeted Google Search and Display Marketing. We used Google Search ads to capture high-intent users actively searching for these services and Google Display ads to reach a broader audience with visually appealing banners. This dual approach aimed to drive more qualified traffic to our client's website and encourage potential clients to request estimates.

Solutions

◆ We recommended a targeted Google Search and Display program better known as Google Power Solutions. We focused on homeowners with a 150K+ income, who owned homes aged at least 15 years old.

◆ The campaign received 115 form submits and 25 calls to the call tracking number we had set up for the client. Which both recorded the audio and transcribed each call for quality assurance.