



ANOTHER PPC SUCCESS STORY

# HOME SERVICES - CARPET CLEANING

GEO-TARGETING: ONTARIO

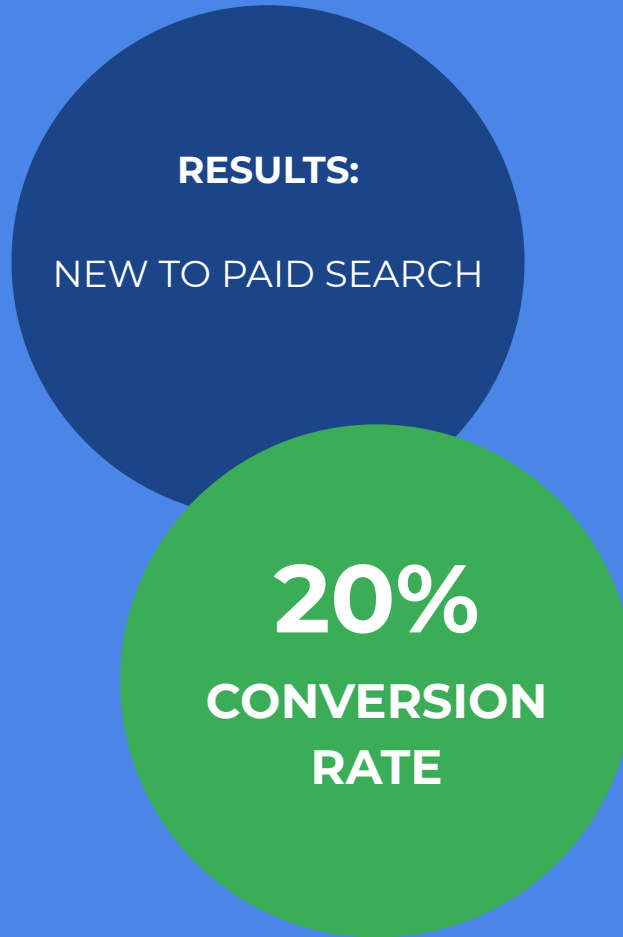
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# HIGHLIGHTS

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## HOW WE DID IT

- \$20 Off for new client **promotion**
- **CTA:** Call Today For Free Estimate!
- **Value Propositions:**  
Cleanest, healthiest, longest lasting carpet cleaning you've ever seen  
  
Risk-free guarantee



## RESULTS

- Average lead generation conversion rate is 5%-10%
- Achieved 20+% conversion rate in the first 30 days
- CPA is 88% lower than estimated
- CPC is 53% lower than estimated

# PERFORMANCE DATA

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METRIC	PROJECTION	ACTUAL PERFORMANCE	CHANGE
Click Through Rate	2%	2.62%	31%
Average Cost Per Click	8.39	3.89	-54%
Conversion Rate	5%	20.34%	300%
Cost Per Conversion	167.80	19.11	-89%

PPC performance is based on a variety of elements and can vary significantly based on geographic targeting, competitive landscape and other factors. Results are never guaranteed.

# COMMENTS

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