

Search Engine Advertising

DELAWARE/MARYLAND HVAC CONTRACTOR

Paid search allows you to reach your customers precisely when they need your services! Relevancy + Timing = Opportunity!

OBJECTIVE

A local HVAC contract was unhappy with the results they were getting from their paid search partner. The client was looking to optimize the campaign and get more in depth reporting.

SOLUTION

DBC Interactive took over the paid search account from the existing agency and saw dramatic results from optimizations and changes that were made to the campaign.

RESULTS

- Customer calls increased 144%
- Sales leads increased 165%
- Cost-per-lead decreased 60%

