

PPC – CASE STUDY

HEATING SYSTEM, BOILERS AND PLUMBING PPC CLIENT

PERFORMANCE



KEY METRICS UPLIFT & RESULTS

Cost per quote fell from €236 to €5 (-98%) allowing us to drive 338 quotes while qualified phone calls also increased from 0 to 167 at the same level of spending.

CHALLENGE



OVERVIEW & CHALLENGE

Our Client is a Plumbing & Boiler business since 1997. However, they are still relatively small business if we compare to Bord Gáis that provide similar services which made the digital competition very high. One key challenge was not only increasing the qualified leads, but also to cover all the paid search strategy (competitors, generic and brand keywords) with a low budget coupled with a very high levels of competition.

STRATEGY



THE STRATEGY

Firstly, we divided the structure of the campaigns per service with the qualified keywords following SKAG (Single Keyword Ad Groups) method and Manual CPC (Cost Per Click) to control the cost per click and understand the market while accumulating enough data for the smart bidding campaigns.

In the meantime, we implemented Google Ads Tag to every conversion from the website to increase conversion accuracy and generate additional data to the AI strategy.

Now, with the account structure and enough data accumulated within each campaign, we smoothly switched over the bid strategies to smart bidding and changed the keyword to match to broad search in order to cover all competitors, generic and brand keywords using a low budget and a single campaign per service. The bidding system along with this strategy sets a bid for each individual action of each query and bids up or down depending on how well the query is likely to perform.



It is very important for the Smart Bidding artificial intelligence platform to consolidate as much information about the business as possible, understanding what is a priority and what are the objectives. For this client in question, the priority now is to reduce the number of calls and, at the same time, focus on growing quote submissions. Then, we start the transition to value-based bidding by assigning different values to each conversion in a seamless and calculated way.

GROWTH



BUSINESS GROWTH & RESULTS

Cost per quote fell from €236 to €5 (-98%) allowing us to drive 338 quotes while qualified phone calls also increased from 0 to 167 at the same level of spending.

167

Phone Calls /month

338

Quotes /month

98%

Decrease in cost quote

91%

Impression Share

0%

Cost Increase

FURTHER



HOW DID IT IMPROVE FURTHER?

In November 2022, we also achieved a higher impression share than Bord Gáis which put ourselves in a higher position on the Google Search and helped in building awareness for our client.

Auction insights

Last month 1 - 30 Nov 2022 Show last 30 days

Display URL domain	Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
yourps.ie	11.29%	28.97%	78.33%	88.36%	40.43%	7.80%
You	10.02%	-	-	75.21%	15.19%	-
centralheating24.ie	< 10%	6.71%	53.99%	74.91%	8.05%	9.86%
bordgaisenergy.ie	< 10%	18.04%	77.51%	86.05%	46.48%	8.57%
swyftenergy.ie	< 10%	3.67%	81.22%	89.15%	49.61%	9.72%

