

CASE STUDY

# How a home services company unlocked efficient growth with Google Ads



# Winning with CRO

## Background:

Home Alliance is an online marketplace that connects consumers to trusted technicians and service providers for home and appliance repairs. They're innovating a better way for homeowners to find the help they need — and for high-quality home services companies to build their businesses.

## The challenge:

Home Alliance had built a strong foundation for their web marketing presence and had recently raised a new round of funding to scale the business. They were now ready to find a new digital marketing partner who could grow their Google Ads as a new, profitable acquisition channel.

Home Alliance tasked WebMechanix with growing the appliance repair division of their business through Google Ads. Due to Home Alliance's business model of revenue sharing with its member contractors, the campaigns needed to be very efficient: 3X return on ad spend (ROAS) or better.

And one last exciting detail... to ensure that they found the right partner, Home Alliance was testing WebMechanix's chops against 2 other competing agencies (no pressure, right? 😊)



**The proof is in the numbers:**

**3.57x**

Return on ad spend

**18%**

Decrease cost per qualified call

# The solution:

The name of the game for Home Alliance was efficient growth. We needed to find the 20% of keywords and tactics that would produce 80%+ of the results. We did this in 3 distinct ways:

## #1 - Strategic keyword targeting

We focused targeting on specific brands that brought in a higher ROI. Instead of generic terms like “appliance repair” which were more expensive, we focused on specific brands which higher repair costs and margins (e.g. “viking appliance repair”).

To find these, we went beyond the Google Ads platform and queried Home Alliance’s CRM to determine which brands had the highest deal value. Then, we created campaigns specifically targeting those high-value brands.

## #2 - Campaign consolidation

Before WebMechanix, the account budget was spread thinly across many campaigns. This resulted in limited data sets per campaign. This made it difficult for Google’s algorithm to optimize towards what is actually working.

So by combining campaigns, we gave Google more data to work with so it could actually drive more qualified conversions at scale.

## #3 - Landing page optimization

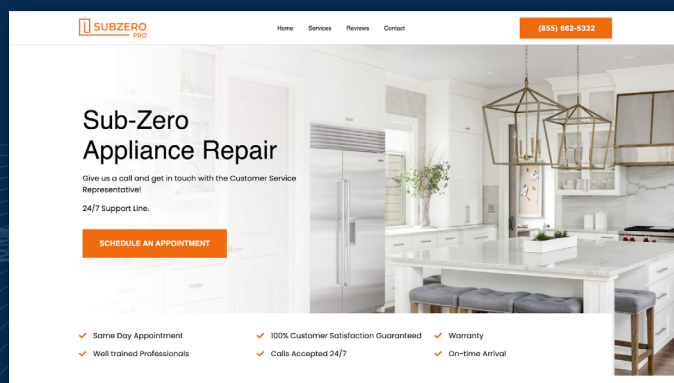
Previously, Home Alliance’s landing page had a mediocre conversion rate. Naturally, this stood out as a huge area of opportunity for increased efficiency.

Our design & development team created a dynamic landing page template for Home Alliance — one that changed the wording on the page depending on the keyword from which the visitor arrived.

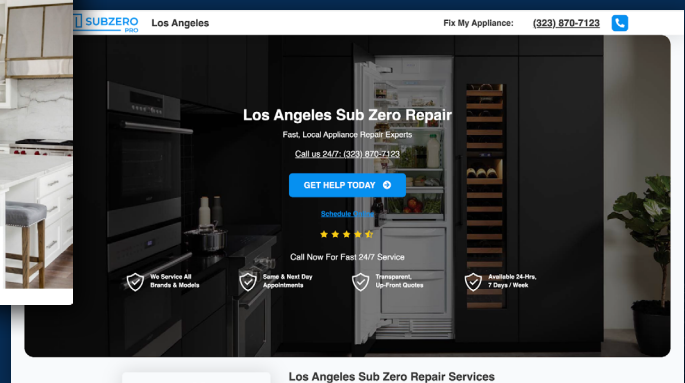
This one change substantially increased landing page conversion rates.

The new landing pages dynamically change the headline to match the keyword we’re targeting.

### BEFORE



### AFTER



With all the changes, their cost per conv. dropped by **54.34%** from \$609.59 to \$294.08 for Sub Zero & **40.54%** from \$340.73 to \$202.62 for Viking.

Sub Zero

| Campaign                                          |                                                                                           | Search abs. top 10 | Imp.                | Bid strategy type | Conv. rate       | Conversion         | Cost / conv.       |                    |           |            |
|---------------------------------------------------|-------------------------------------------------------------------------------------------|--------------------|---------------------|-------------------|------------------|--------------------|--------------------|--------------------|-----------|------------|
|                                                   |                                                                                           | <>                 | <>                  |                   | <>               | <>                 | 6/1/2023-7/31/2023 | 4/1/2023-5/31/2023 | Change    | Change (%) |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   Seattle   Appliance Repair   Conv               | 28.97% (-56.94%)   | 512 (-81.68%)       | Manual CPC        | 7.14% (+120.24%) | 2.00 (-66.67%)     | \$179.49           | \$609.63           | -\$427.15 | -70.41%    |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   San Francisco   Appliance Repair   Conv         | 37.31% (-43.10%)   | 866 (-61.93%)       | Manual CPC        | 1.92% (+39.42%)  | 1.00 (-50.00%)     | \$649.31           | \$1,386.19         | -\$736.88 | -53.16%    |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   Orange County   Appliance Repair   Conv         | 18.72% (-62.01%)   | 1,409 (-28.15%)     | Manual CPC        | 9.43% (-19.81%)  | 5.00 (-50.00%)     | \$137.73           | \$218.54           | -\$80.81  | -36.96%    |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   Palm Springs   Sub Zero - Broad & Phrase   Lead | 38.40% (+284.38%)  | 80 (==)             | Maximize clicks   | 0.00% (0.00%)    | 0.00 (0.00%)       | \$0.00             | \$0.00             | \$0.00    | 0.00%      |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   Phoenix   Sub Zero - Broad & Phrase   Lead      | 26.70% (==)        | 187 (==)            | Maximize clicks   | 0.00% (0.00%)    | 0.00 (0.00%)       | \$0.00             | \$0.00             | \$0.00    | 0.00%      |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   Seattle   Sub Zero - Broad & Phrase   Lead      | 45.07% (-42.22%)   | 3,596 (+861.50%)    | Maximize clicks   | 0.96% (==)       | 3.00 (==)          | \$880.76           | \$0.00             | \$880.76  | ==         |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   San Diego   Sub Zero - Broad & Phrase   Lead    | 27.96% (==)        | 623 (==)            | Maximize clicks   | 13.95% (==)      | 6.00 (==)          | \$61.11            | \$0.00             | \$61.11   | ==         |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   Los Angeles   Wolf - Broad & Phrase   Lead      | 35.12% (-53.41%)   | 3,234 (+596.98%)    | Maximize clicks   | 2.56% (==)       | 5.00 (==)          | \$448.79           | \$0.00             | \$448.79  | ==         |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   Orange County   Wolf - Broad & Phrase   Lead    | 34.80% (-31.28%)   | 574 (+1,093.83%)    | Maximize clicks   | 0.00% (0.00%)    | 0.00 (0.00%)       | \$0.00             | \$0.00             | \$0.00    | 0.00%      |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   San Diego   Wolf - Broad & Phrase   Lead        | < 1.0% (0.00%)     | 60,350 (+3,440.99%) | Maximize clicks   | 1.22% (-3.06%)   | 59.00 (+9,850.00%) | \$248.55           | \$257.52           | -\$8.97   | -3.48%     |
| Total: All enabled campaigns in your current view |                                                                                           |                    |                     |                   |                  |                    |                    |                    |           |            |
| Total: Account                                    |                                                                                           |                    |                     |                   |                  |                    |                    |                    |           |            |

| Campaign                                          |                                                                               | Imp. (by conv. time) | View through conv. | Bid strategy type       | Conv. rate       | Conversion       | Cost / conv.       |                    |           |            |
|---------------------------------------------------|-------------------------------------------------------------------------------|----------------------|--------------------|-------------------------|------------------|------------------|--------------------|--------------------|-----------|------------|
|                                                   |                                                                               | <>                   | <>                 |                         | <>               | <>               | 6/1/2023-7/31/2023 | 4/1/2023-5/31/2023 | Change    | Change (%) |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   Chicago   Broad & Phrase   Lead     | 0.00 (0.00%)         | 0 (0.00%)          | Maximize clicks         | 0.00% (0.00%)    | 0.00 (0.00%)     | \$0.00             | \$0.00             | \$0.00    | 0.00%      |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   Chicago   Exact Match   Lead        | 0.00 (0.00%)         | 0 (0.00%)          | Target impression share | 0.00% (0.00%)    | 0.00 (0.00%)     | \$0.00             | \$0.00             | \$0.00    | 0.00%      |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   Denver   Broad & Phrase   Lead      | 0.00 (0.00%)         | 0 (0.00%)          | Maximize clicks         | 0.00% (0.00%)    | 0.00 (0.00%)     | \$0.00             | \$0.00             | \$0.00    | 0.00%      |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   Denver   Exact Match   Lead         | 0.00 (0.00%)         | 0 (0.00%)          | Target impression share | 0.00% (0.00%)    | 0.00 (0.00%)     | \$0.00             | \$0.00             | \$0.00    | 0.00%      |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   Los Angeles   Broad & Phrase   Lead | 45.50 (-7.77%)       | 0 (0.00%)          | Maximize clicks         | 9.53% (-66.65%)  | 44.50 (-11.59%)  | \$299.14           | \$405.13           | -\$105.99 | -26.16%    |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   Los Angeles   Exact Match   Lead    | 32.50 (+306.25%)     | 0 (0.00%)          | Target impression share | 21.28% (-7.77%)  | 31.50 (+250.00%) | \$115.67           | \$145.57           | -\$29.90  | -20.54%    |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   Miami   Broad & Phrase   Lead       | 6.00 (+500.00%)      | 0 (0.00%)          | Maximize clicks         | 26.09% (+73.91%) | 6.00 (+500.00%)  | \$65.00            | \$44.73            | \$20.27   | +45.32%    |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   Miami   Exact Match   Lead          | 2.00 (==)            | 0 (0.00%)          | Target impression share | 25.00% (==)      | 2.00 (==)        | \$96.30            | \$0.00             | \$96.30   | ==         |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   New York   Broad & Phrase   Lead    | 26.00 (+128.07%)     | 0 (0.00%)          | Maximize clicks         | 14.61% (-11.39%) | 26.00 (+128.07%) | \$162.83           | \$184.24           | -\$21.42  | -11.62%    |
| <input type="checkbox"/>                          | <input checked="" type="checkbox"/> WMX   New York   Exact Match   Lead       | 15.00 (==)           | 0 (0.00%)          | Target impression share | 26.79% (==)      | 15.00 (==)       | \$82.66            | \$0.00             | \$82.66   | ==         |
| Total: All enabled campaigns in your current view |                                                                               | 237.25 (+76.74%)     | 0 (0.00%)          |                         | 12.72% (-31.27%) | 236.25 (+73.42%) | \$202.62           | \$348.10           | -\$145.49 | -41.79%    |
| Total: Account                                    |                                                                               | 237.25 (-8.40%)      | 0 (0.00%)          |                         | 12.72% (-24.84%) | 236.25 (-9.13%)  | \$202.62           | \$340.73           | -\$138.12 | -40.54%    |

The result:

Return on ad spend – 3.57X  
Cost per qualified call - decreased 18%

Long story short, we crushed their ROAS goal and proved that their campaigns could be profitable on paid search.

Thanks to our efforts, Home Alliance decided to double down on WebMechanix. They’re now tapping our team to expand their other lines of business and continue to drive efficient growth at scale.

## The bottom line

If you're looking to drive efficient growth, you need to pull every lever you can to lower your costs while increasing your return on spend.

Home Alliance was savvy enough to know that, and realize they needed a partner who would leave no stone unturned to make that happen.

Our results show how thinking strategically about those leverage points and executing relentlessly against them can turn an unprofitable channel into a money printer.

They also speak to the trust Home Alliance placed in our team to make it happen. We never take that trust for granted, and are honored to continue partnering with Home Alliance to further their growth and business success.

“

We directly evaluated WebMechanix's performance against 2 other agencies. WebMechanix outperformed them both and hit our targets. We're excited to continue to grow the partnership with them.

**Sardor Umrudinov**  
CEO @ Home Alliance

## What about you?

Want to unlock efficient growth on your Google Ads?

We can help! Grab a time here.  
We'll walk through some options.  
And even if we're not a fit, we'll try to point you in the right direction.



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