

CASE STUDY

# 9x ROAS for Home Services is a Google Ads Win



## The challenge:

Brothers Services Company has been an established home improvement contractor for over 40 years specializing in roofing, interior, and exterior remodeling. They were looking to offboard their campaigns to an agency that could gain more quality lead volume for their roofing replacement service (a more profitable service than roofing repair) improving both ROAS and CPLs. Other agencies had worked on this project had accumulated broad leads for roofing but failed to gain high-quality leads specifically for roof replacement. Enter WebMechanix.

## The Process

Achieving results for the client required focusing attention on what mattered and then iterating on messaging to ensure campaigns were attracting and converting the right, high-intent, and high-quality leads.

Streamlining the number of campaigns and ad groups, and identifying high-intent keywords made the ads easier to manage and more specific to the end user. Ad copy included promotion extensions, garnered a sense of urgency around a 25% off offer, and highlighted the promotion with countdown timers in ad copy as well as on landing pages.

Switching TCPAs allowed our team to communicate with Google exactly how much we were willing to spend per lead and provided flexibility to adjust over time as the campaigns performed better and better. This brought bid strategies into alignment with the client's objectives rather than chasing the lowest CPLs at all costs.



**The proof is in the numbers:**

**9x**

ROAS, surpassing their goal of four times return on ad spend.

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## The Results

With strategic guidance, the relationship shifted focus from cutting CPLs to focusing more on ROAS and topline revenue growth, since better ad performance at scale with higher quality traffic is the winning strategy for the client. Now they can scale the account continuing to achieve better lead quality and volume.



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I've been super impressed with what you guys have been able to accomplish.

**Emily Fell**  
Director of Marketing

## What about you?

Are you ready to transform your marketing strategy and drive higher-quality leads? WebMechanix has the expertise to deliver the results you need, just like we did for Brothers Services.

**Contact us today to optimize your campaigns and achieve impressive ROAS.**



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