



**COST PER LEAD REDUCED BY 30%, AVERAGE COST PER CLICK (CPC) REDUCED BY 23.12%**

### STRATEGY:

- Based on the findings, we decided to rebuild the account. This was done to ensure all targeted keywords were grouped into granular ad groups, which would allow for precision targeting.
- Low cost and high potential keywords were used (based on campaign history).
- Ad group specific site link extensions were created.
- Mobile Ads were included in the campaign
- Appealing Ads were made which spoke the end goal.

### RESULTS:

The following statistics show the difference Web Complete Solutions made to the PPC account of New Tech AC Repair.

- Average Cost Per Click (CPC) reduced by 23.12%
- CTR increased by 52%
- Lead volume and traffic increased to 80%
- Cost per lead reduced by 30%
- 100% increase in Quality Score

### QUOTE FROM THE CLIENT:

*"Web Complete Solutions have been instrumental in helping us overhaul our AdWords campaign. I am extremely pleased with the results achieved and the immediate impact to our business. I would highly recommend Web Complete Solutions to those looking to improve their AdWords ROI."*

**SOHAIL SAYED, New Tech AC Repair**

NEW TECH AIR CONDITION, has been providing expert cooling solutions for over six decades. NEW TECH AIR CONDITION provides you with the finest and most comprehensive range of services, to take care of your air-conditioning system. With our experience and expertise, we optimize your system and ensure maximum energy efficiency, perfect air distribution and provide superior indoor air quality.

### THE CHALLENGE:

- Increase traffic/leads and overall revenue.
- Significantly decrease the exceptionally high cost per acquisition (CPA).
- Demonstrate that we could successfully manage high cost
- B2B account.

### FINDINGS:

- High CPC because of low Quality Score
- Keywords not delivering targeted traffic
- Ads were not landing on relevant landing pages
- Narrow keyword coverage