media audiences success story

## Case Study | Carpet Cleaning Franchise

*Leading best-in-class marketing platform, Advantage™, enables company to successfully manage search campaigns for over 75 franchise locations, by keeping their Cost Per Lead consistently under $20.*

## Executive Overview

A carpet cleaning franchise operating out of Utah, with a global presence, was looking to solidify its presence in several US locations and needed help with increasing its online visibility in these markets.

They wanted to promote their carpet, tile & stone, grout, upholstery and area rug cleaning services.

Even though the company offered such a wide variety of cleaning services, it was facing stiff competition from other local cleaning services and needed to find a way to attract more customers while keeping costs low.

**25%**

increase in CTR

**24%**

increase in Conversion Rate

**20%**

decrease in CPL

## Challenges

The company was managing its online search campaigns directly in Google Adwords and thus, was unable to optimize its campaigns for maximum ROI. The company's campaign managers also had limited search advertising knowledge and were not able to accurately track & report campaign results.

Their campaign budgets were not being paced and would sometimes run out before the campaign was over. They were also not able to bid for keywords correctly.

### The Solution

iMedia Audiences platform, adVantage, helped the advertiser optimize their spend on search advertising by offering efficiency features such as campaign cloning, bulk edits, automated bid management, and precise budget pacing. The platform also provided conversion optimization and data reporting support which helped the advertiser drive strong campaign performance.

Their campaigns were set according to industry best practices using tightly themed groups of keywords and customized ad copy. Call Tracking was enabled, giving the advertiser the ability to identify calls that were being generated by the campaign.

In 2016, the business's campaigns had a Cost Per Lead of $23.78. 16 campaigns were being run with a Click Through Rate of 2.79%, which lead to a Conversion Rate of 21%.

Over the time the business noticed that their campaigns were performing increasingly well due to optimizations based on performance data. So, by March 2019, they were running a total of 76 campaigns on the adVantage platform. From April 2018 to March 2019, the business's campaign Conversion Rate increased to 26%. The average CTR also increased to 3.48% and the CPL decreased by 19.63% to $19.11.