



PERSONAL PROFILE

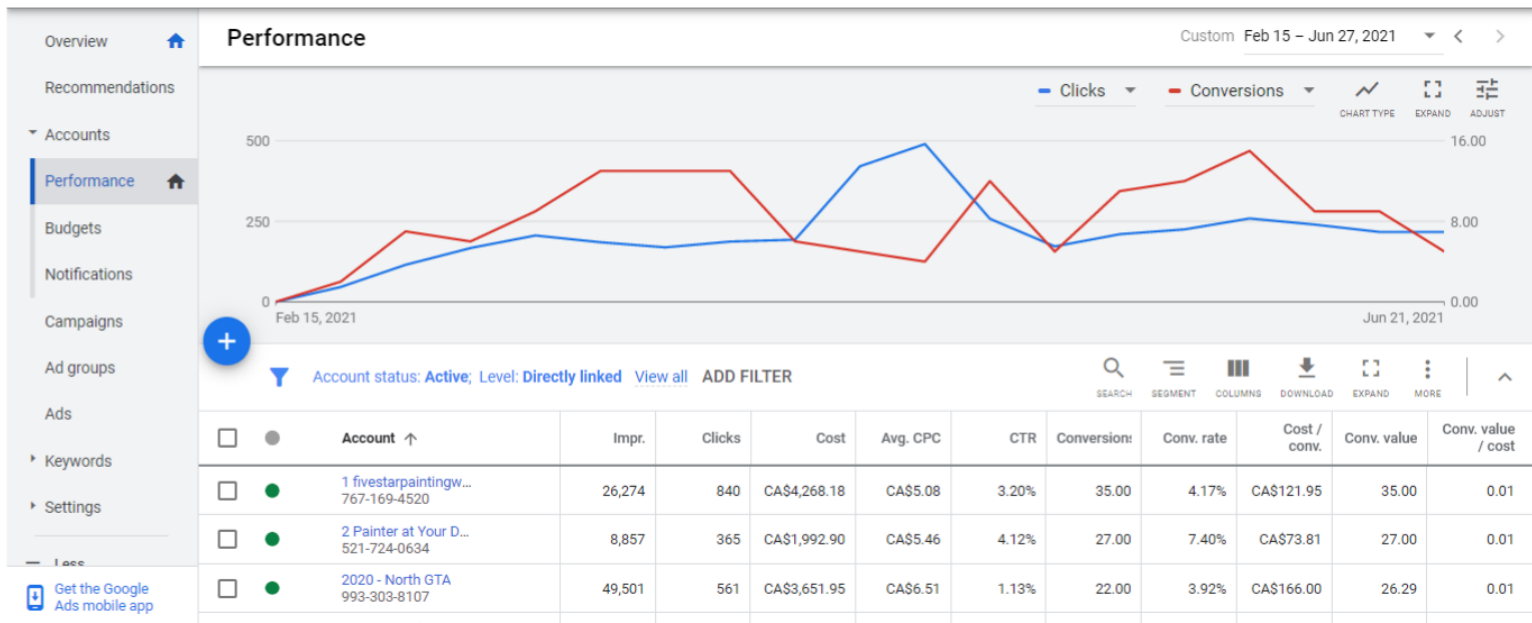
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AREAS OF EXPERTISE

- Google Ads certified crew: shopping, Ad Search and Analytics
- Business Consultation: Business structure, Brand development.
- Over 200 projects completed successfully
- Landing page development

HOUSE PAINTING COMPANY IN MISSISSAUGA, CANADA



BACKGROUND

The Client is a big House Painting company in Mississauga, Canada and depends on Ads to generate leads. When we started in Feb 2021, they used to generate 2 leads per week. Budget of \$5000 per month.



WHAT WE DID

we set up highly targeted ads which showed ads to people they wanted to target via search ads. Zip code level targeting was used and location keywords were used which paid dividends. Each click normally in the Painting industry costs about \$8-\$10

RESULTS

Now they generate 10-15 leads per week, each lead is worth \$1200 to \$1500 as they undertake big projects. we are getting them at about \$5 per click instead of the average \$8 click

ROAS

Before: 3x of the cost
After: 5x of the cost

CTR

Before: 1.5%
After: 2.1%
(not bidding very high)

ROI

Before: 3 times
After: 5 times

CPA

Before: \$70-\$80
after: \$40-\$50

