



# Mr. B's Air Duct Cleaning

*A Google Adwords client success story*



FALL 2017 | ON THE ROCKS DIGITAL AGENCY  
ONTHEROCKSAGENCY.COM



# The Client

**ONE OF THE LEADERS IN THE AIR DUCT CLEANING BUSINESS**

Nashville | Brentwood | Franklin | Murfreesboro | Hendersonville | Columbia

## **FACTS:**

- Family owned and operated
- Specializing in Air Duct Cleaning and Air Purification
- Serving all of Middle Tennessee since 1998
- Residential and Commercial



  
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# The Problem

## HIGH ADVERTISING SPEND WITH UNKNOWN RETURN ON INVESTMENT (ROI)

A common problem for many businesses, Mr. B's Air Duct Cleaning didn't know their advertising return on investment. They were spending thousands of dollars without knowing if their advertising efforts were helping their business grow.



# The Solution

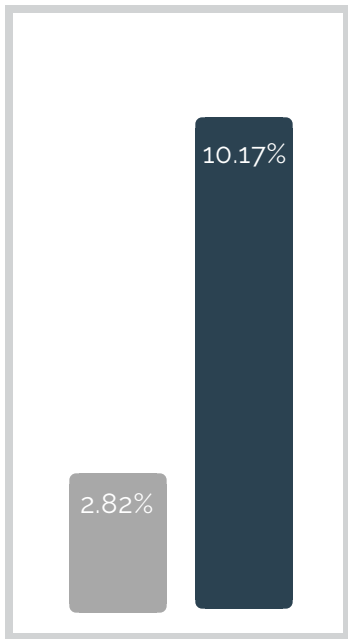
## REAL TRACKABLE ADVERTISING METRICS WITH COMPLETE OPTIMIZATION

By implementing real trackable methods and metrics, On The Rocks was able to increase leads and ROI for Mr. B's Air Duct Cleaning, while lowering their overall advertising budget.



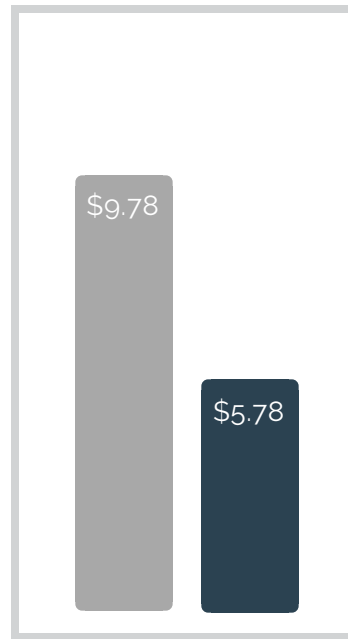
# Improved Metrics (Google Adwords)

CTR



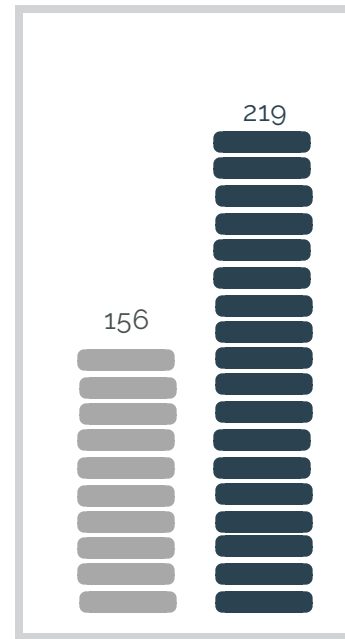
**4X MORE PEOPLE ARE GETTING TO THE SITE!**

CPC



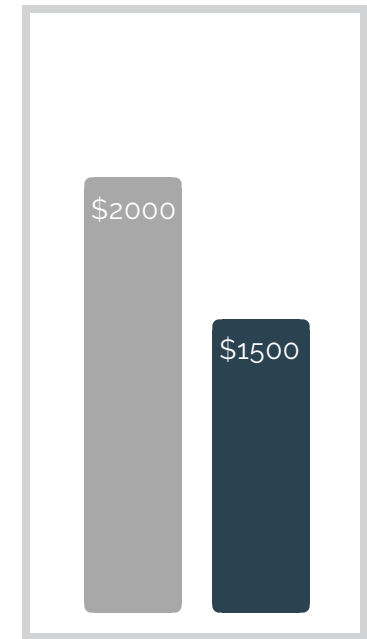
**SAVING NEARLY 50% ON EACH CLICK!**

CLICKS



**OVER 50 MORE CLICKS PER MONTH**

AD SPEND



**SAVING \$500 PER MONTH WITH IMPROVED RESULTS**

**CTR = CLICK THROUGH RATE**

**CPC = COST PER CLICK**

ALL STATS BASED ON MONTHLY AVERAGE

# 79 calls/leads

ON AVERAGE PER MONTH - WITH A  
\$1,500 ADVERTISING BUDGET



**ON THE ROCKS**  
DIGITAL AGENCY

# Let's improve your ROI.

We look forward to providing you with transparent and trackable metrics to help transform your advertising dollars into your business growth.

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