

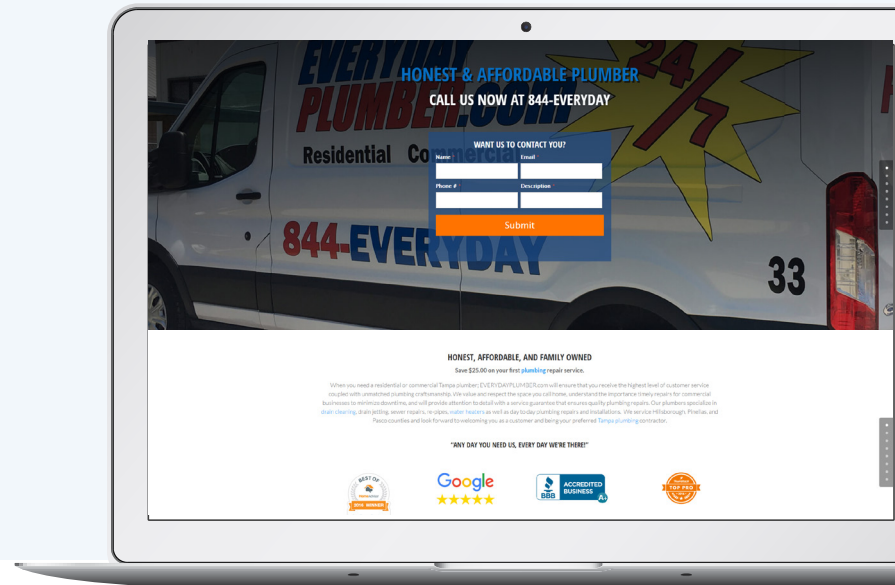
## Results

Total Marketing Spend **100K**

Decrease In Lead Cost **36.5%**

Increase In Conversion Rate **54%**

We partnered with Hook & Blade for a Google Ads account restructure. Our first step in a restructure is segmenting by keyword match types, device, and service. This helped us to allocate more of the budget to the best performing campaigns. We also built specialized landing pages for each service for a more relevant customer experience. These pages were also optimized for their respective devices to optimize for phone calls.



“After tinkering with Google AdWords for years, there was no structure or organization to what we were doing. Partnering with Empirical360 immediately paid dividends by structuring the account, organizing our efforts, then testing and scaling what worked. Our CPA has dropped by over 100%.

**Mark, Marketing Partner**