

## Results

Increase In  
Conversion Rate **22%**

Total AdWords  
Spend **70K**

Total Online  
Conversions **1,285**

Duffy Roofing is a local roofing company in Georgia. We did an account restructure here that focused on segmenting by devices and match types. We also used Single Keyword AdGroups so we could tailor the ads and landing pages to each keyword. A major challenge is there is tons of competition and people often search for competitors. We used match types and negative keywords to filter out the competition keywords. We also used our continuous AB testing model both within AdWords and on the landing pages to drop lead cost.

