

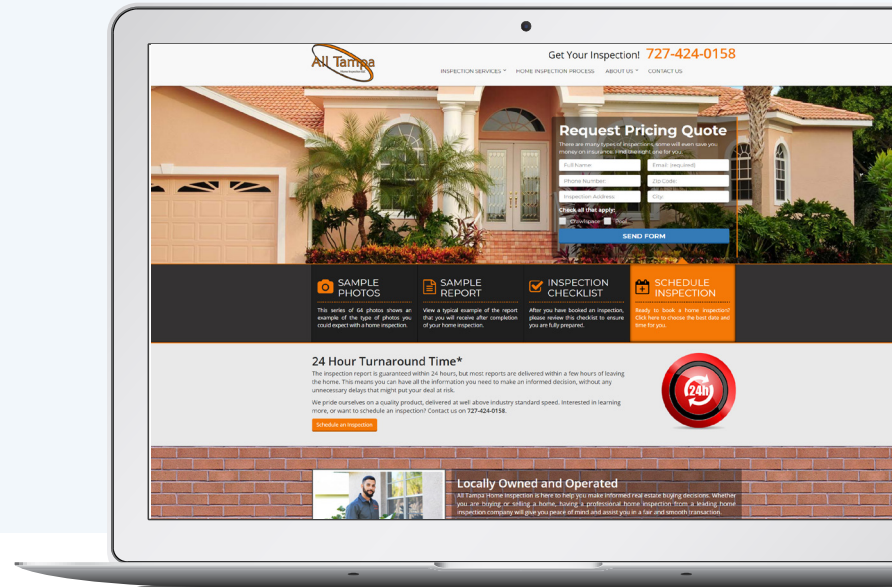
Results

Leads Generated **284+**

Monthly Revenue Increase **25%**

Conversion Rate **22%**

Empirical360 managed an account for a local home service business. We restructured the website to include landing pages that matched the keywords directly, rather than just sending web visitors to a general home page. We implemented SKAGs in Ads, and A/B tested the mobile landing page experience to drive more phone calls. Our efforts resulted in a 21% decrease in lead cost (\$55 to \$34), more qualified leads, more conversions, and a dramatic increase in revenue.



"I've been working with Empirical360 for about two years now...in that time I've been able to quit my job as a career firefighter and work for myself full time, five days a week. They've been able to help me exceed all my goals and expectations that I had for myself."

Bobby Hayes, Owner Of All Tampa Home Inspection