

They were already spending on TV, radio, and local publications — the way HVAC companies have always done it. They'd even tried Google Ads, but couldn't tell if the campaigns were actually working. No clear numbers, no confidence. Just spend and hope.



726 Leads. \$23 Per Lead. An HVAC company that finally knew what was working.

THE CHALLENGE

This HVAC company was doing what most contractors do — spending on TV, radio, and local print publications. They'd dabbled in Google Ads too, but had no way to tell if any of it was actually producing. Feast-or-famine lead flow with no clarity on where the work was coming from.

WHAT WE BUILT

We took over their Google Ads and built a full-funnel paid search strategy — a Local Search campaign to capture high-intent buyers actively searching for HVAC, backed by a Performance Max campaign to maximize volume. Every dollar tracked. Every lead counted. Full reporting so they always knew exactly what was working.

THE RESULTS

726 inbound leads over 14 months, with a blended cost per lead of \$49 across the full account. The PMax campaign was the workhorse — delivering leads at just \$23 each. 388 phone calls were tracked directly from the ads. Month after month, the pipeline stayed full and the numbers were right there in black and white.

THE BOTTOM LINE

For the first time, they knew exactly where their leads were coming from and what each one cost. No more guessing whether the radio spot was working. Just clear, measurable results — at a cost per lead that made the math easy.

THE IMPACT

- Replaced TV, radio, and print spend with fully trackable digital campaigns
- Delivered 726 inbound leads at \$23 each — every dollar accounted for
- Generated 388 phone calls tracked directly from ads over 14 months
- For the first time, the client knew exactly which marketing was working and why