CARING SENIOR SERVICES - EL PASO

Caring Senior Services (CSS) is a home care franchise providing in-home senior caregiving services. Our team works with several CSS franchise locations, including El Paso, TX.

Objectives

CSS El Paso's primary goal was to generate more get-in-touch (contact) form submissions from high-quality leads. It was imperative to CSS El Paso that the cost per lead was below the industry average of $66 (according to Google Advertising Benchmarks).

Challenges

Keywords for home care are highly-competitive & extremely nuanced. CSS El Paso provides in-home care, not senior living homes. In Google Ads, however, relevant keywords for CSS like "home care assistance" will often trigger for irrelevant user search terms like "assisted living homes". In order to not lose money on irrelevant clicks, our team was tasked with the challenge of fine-tuning keywords so they would trigger for search terms with accurate user intent.

Solutions

Sometimes, it pays to be negative. Our team diligently optimized our campaign with negative keywords in an effort to eliminate irrelevant traffic looking for assisted living & senior homes. The pay-off? Extraneous traffic stopped driving up the cost-per-click (CPC), and lead quality was stellar. To further target relevant traffic, our team performed in-depth keyword research to create segmented ad groups that spoke to specific customer needs. The results speak for themselves: we managed to get CSS El Paso's cost-per-lead under $25 (the industry average is $66).

OUR STRATEGY

Negative Keywords For Positive Results

With a limited budget & desire for low-cost leads, CSS EL Paso could not afford to waste money on inferior & irrelevant clicks. Because user search terms for "home care" (relevant to CSS) and "senior homes" (not relevant to CSS) can trigger the same keyword, we needed to enact strategies that stopped users searching for senior homes from clicking our ads & driving up costs. Our team identified irrelevant user search terms through extensive keyword analysis and then used this data to create negative keyword lists that efficiently eliminated the costly, non-converting search terms that were looking for services CSS did not provide.

Budget-Minded Keyword Optimization

Low budget? No Problem. CSS El Paso could only spend $13 per day ($400/month) on their ads. In the competitive home care market with average CPCs at $4-5 per click, that might only mean 2-3 clicks per day. Fewer clicks per day mean fewer chances for conversions & lower-quality data. With these challenges at the top of our minds, our team conducted regular & in-depth analysis of keywords in order to optimize the campaign for the lowest-cost, highest-converting keywords. We paused keywords converting at a high cost (above our target cost per lead) and stopped costly, non-converting keywords from spending money. These optimizations generated lower-cost clicks that were more likely to convert.

Customized Campaign Structure

We ensure that every campaign is tailored to our client's individual business needs & goals. CSS El Paso needed high-intent traffic that didn't eat away at their budget. Our team structured this campaign with extremely detailed ad groups that were specific to not only each particular service CSS provides, but also specific to the customer journey and user intent. This strategy allowed us to successfully target valuable, converting customers searching for home care.

THE RESULTS

- + ~69% Increase In Conversions
- + ~325% Increase in Form Submissions
- - ~61% Decrease in Cost-Per-Conversion
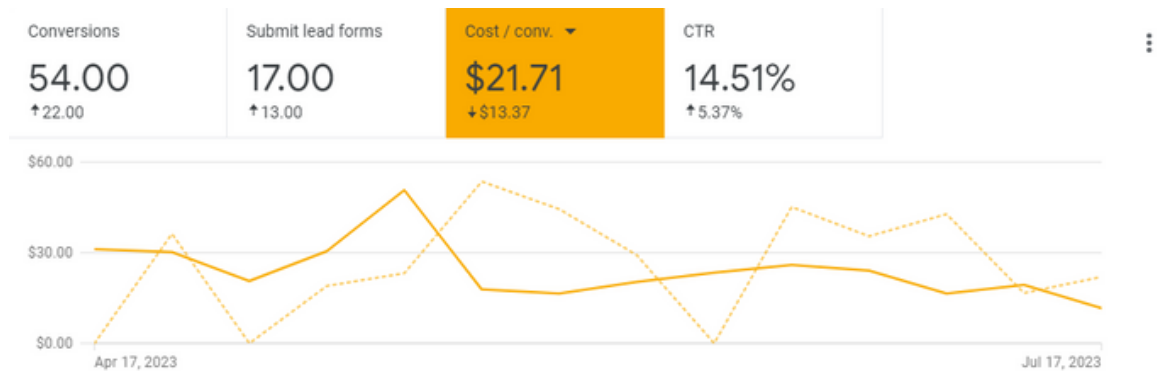- + ~59% Increase in Click-Through Rate

TOTAL CONVERSIONS

CSS El Paso saw a **~69% increase in Total Conversions, with a 325% Increase in Get-In-Touch Form Submissions (CSS El Paso's most valuable conversion action)** over the last quarter of our PPC Management compared to the first quarter, with a total of **54 Conversions, 17 of which were high-value form submissions.**
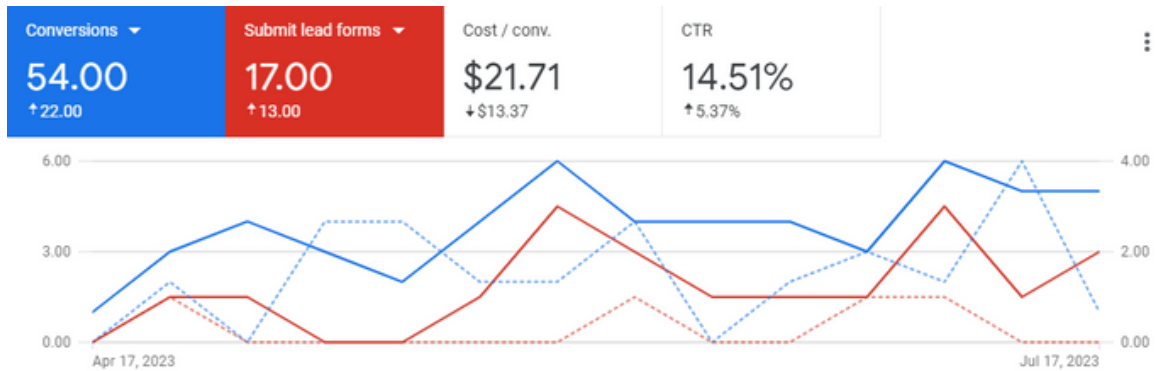
COST-PER-CONVERSION

CSS El Paso saw a **~61% decrease in Cost-Per-Conversion** in the last quarter of our PPC Management compared to the first quarter. Our Cost-Per-Conversion is also **67% less than the industry average for home care (according to Google 2023 Benchmarks).**

CLICK-THROUGH RATE

CSS El Paso saw a **~59% increase in Click-Through Rate** over the last quarter of our PPC Management compared to the first quarter.