



## YARD ELVES

Yard Elves is a full-service Residential & Commercial Landscaping and Lawncare Company located in Fort Collins, Colorado.

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### Objectives

Yard Elves wanted to generate leads for their sprinkler repair services, targeting local audiences in Fort Collins, Colorado. Since sprinkler repair is subject to seasonal market demands, they only wanted to run PPC campaigns during peak traffic months.

### Challenges

Yard Elves was budget-minded - they could only spend \$10/day (\$300 monthly) but still needed to reach high-quality leads during the extremely competitive spring & summer seasons. With average CPCs (Cost-Per-Click) in their area rising above \$6, this meant they would only receive 1-2 clicks per day. Fewer clicks means less chances for valuable conversion actions to occur. Campaign optimization also becomes more challenging, since there are less user actions to make strategic decisions with.

### Solutions

Lower Budgets call for Highly-Targeted Keywords. With a budget that allows for only 1-2 clicks per day, we needed to make every click count. After thorough keyword research, we targeted high-intent keywords using different keyword match types depending on search volume & user intent. Our team supplemented this focused approach with dynamic ads, which allow Google's Algorithm to dynamically target content on your website. With a quality website, this strategy can expand reach while still remaining highly relevant to the services or products provided.

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With a lower budget & competitive CPCs (cost-per-click), Yard Elves needed to make every click count during the busy spring & summer seasons.

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## OUR STRATEGY

### → Targeted Keyword Match Types

Not all keywords are created equal. Different keyword match types affect how closely user search terms need to match the keyword you target - broad match types, for instance, have high flexibility in user search terms and will often bring in more traffic, but (often) low-quality leads. Since Yard Elves had a lean budget to work with, we couldn't afford to lose money on irrelevant or low-quality clicks. Our targeted strategy used exact-match keyword types for high-intent keywords with larger search volume, Exact match is Google's most focused keyword match type that has a low degree of variability in which user search terms can trigger it. This strategy allowed us to still target competitive keywords with high search volume, but with a more narrow reach that focused on users that were most likely to need Yard Elves' specific services.

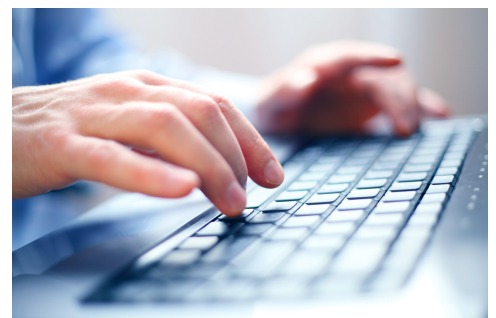


### → Budget-Boosting Dynamic Ads

Our team blended our highly-targeted, exact-match keyword ad groups with automated dynamic search ads. Dynamic ads use your website content to automatically generate highly-relevant ads for user search terms. If you have great website content, this strategy can be a great way to scale a campaign & identify new converting keywords (without breaking the budget). Dynamic ads can also help broaden your reach without sacrificing keyword relevancy. When our team used dynamic ads in conjunction with our high-intent exact-match ad groups, we were able to reach highly relevant and converting user traffic at a lower cost.

### → Engaging Ad Copy = Engaged Users

With a lower daily budget, our team knew we had to make the most out of each click on our Ads. To help drive higher-quality, relevant leads to the website that would be more likely to convert, our PPC team crafted persuasive ad copy that spoke to high-intent users. We liberally used Google's ad pinning function, which allows you to pin headlines to a specific position - this can help ensure that Google's algorithm does not create confusing or awkward headline combinations. With a high degree of control over our ad copy & captivating prose, we were able to reach users more likely to convert. The results speak for themselves: our campaign had an average conversion rate of 22%, which is 219% above the industry average (according to Google 2023 Advertising Benchmarks).





# THE RESULTS

- + ~126% Increase In Total Conversions
- - ~52% Decrease in Cost-Per-Conversion
- + ~54% Increase in Conversion Rate
- + ~10% Increase in Click-Through Rate



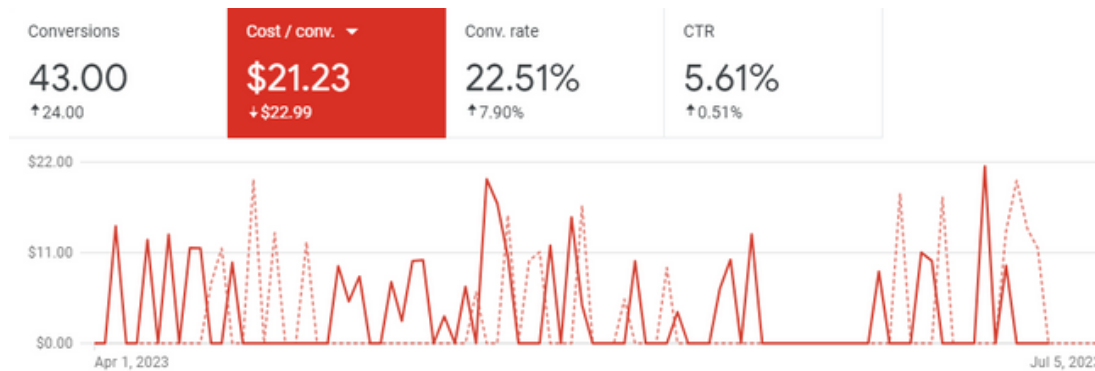
## TOTAL CONVERSIONS

Yard Elves saw a **~126% increase in Total Conversions** over the last quarter of our PPC Management compared to the first quarter, with a total of **43 Conversions**.



## COST-PER-CONVERSION

Yard Elves saw a **~52% decrease in Cost-Per-Conversion** in the last quarter of our PPC Management compared to the first quarter.



## CONVERSION RATE & CLICK-THROUGH RATE

Yard Elves saw a **~54% increase in Conversion Rate** and a **~10% increase in Click-Through Rate** over the last quarter of our PPC Management compared to the first quarter.

