

# HVAC Service Company Increases Calls by 18%

A local HVAC company needed to increase bookings for both maintenance services and new HVAC system installations. Their agency turned to PPC.ninja to build a targeted Google Ads strategy that would drive local leads and reduce the cost per call.

**Boost service calls for heating and air conditioning installations.**



## Strategy:



Focused on seasonal ad scheduling, ensuring that ads were more prominent during peak demand periods.



Built a mobile-friendly landing page with a booking system for maintenance and installation services.



Used location-based targeting to focus on homeowners in the company's service area.

## Results:

1. 6.5% CTR achieved across HVAC service ads.
2. 29% increase in calls booked through the website.
3. 42% drop in cost per lead from \$60 to \$35.
4. Bookings for new HVAC installations grew by 18%.

## Testimonial:



*"PPC.ninja is our go-to for handling PPC campaigns for service-based clients like our HVAC partner. Their landing page optimizations and targeting strategies have drastically improved lead quality and reduced costs. We've received glowing feedback from our clients, all thanks to the team at PPC.ninja."*

**- Agency Director of Marketing**

