

Residential Roofing Company Hires New Employees

A roofing company specializing in residential services needed to drive more local leads for roof repairs and installations. The agency managing their ads partnered with PPC.ninja to build a high-performing PPC campaign.

Generate high-quality leads for residential roofing services.



Strategy:



Created separate ad groups targeting both roof installations and repairs.



Optimized landing pages with specific messaging for residential roofing, including testimonials and case studies.



Leveraged Google's location targeting to focus on high-income residential neighborhoods.

Results:

1. Achieved a 5.8% CTR across all campaigns.
2. 34% lower cost per lead compared to the client's previous campaigns.
3. Over 70 high-quality leads generated in the first two months.
4. The client reported a 23% increase in booked jobs.

Testimonial:



"PPC.ninja's attention to detail and industry expertise helped us deliver outstanding results for our roofing client. Their insights into targeting local homeowners made a huge difference, and we saw a remarkable drop in cost per lead and an influx of leads. It's a game-changer for us."

- Agency Director of Marketing

