

DIGITAL MARKETING CASE STUDY



Restoration Services

Hyper-local digital strategy for a 24/7 disaster
recovery and reconstruction company



**White Label
Agency**

Client Overview

A residential and commercial restoration company specializing in 24-hour emergency response for fire, smoke, and water damage engaged our team to expand their digital footprint. Operating in a time-critical, high-intent search market, the client needed to appear in front of distressed homeowners and property managers at the exact moment they needed help — often in the middle of the night, in a crisis.

The Challenge

Restoration is one of the most geographically competitive and conversion-sensitive categories in local services. Potential clients are in high-stress situations and make fast decisions. The client's existing digital presence wasn't built for this urgency — their website lacked localized relevance, campaign targeting was broad, and conversion tracking was minimal.

Our initial audit surfaced the following gaps:

- Absence of geo-targeted landing pages for specific service areas
- Paid campaigns using broad match keywords, driving irrelevant traffic
- No call tracking — unable to attribute inbound calls to specific campaigns
- Landing pages weak on trust signals, urgency cues, and conversion prompts
- Ad groups structured too broadly, diluting Quality Scores and driving up CPCs
- High cost-per-conversion reducing campaign ROI



Our Strategy

We deployed a hyper-local digital strategy built around geographic relevance and conversion efficiency — ensuring that every dollar spent reached the right searcher in the right location at the right moment:

Challenges & Strategy

- No localized landing pages for target geographies
- Broad keyword strategy driving unqualified traffic
- No visibility into phone call conversions
- Landing pages lacked urgency and clear calls-to-action
- Overly broad ad groups limiting campaign precision
- Budget inefficiency due to high cost-per-conversion

Results & Outcomes

- Created specialized GEO Pages for each core service territory
- Implemented hyper-local keyword strategy with aggressive negatives
- Deployed call tracking to measure and attribute phone leads
- Redesigned landing pages with benefit-first messaging and CTAs
- Rebuilt ad groups in tightly themed clusters to boost Quality Scores
- Ongoing optimization steadily reduced cost-per-conversion over time



Campaign Outcomes

↓

Reduced

Cost-Per-Conversion

↑

Growth

Clicks & Conversions

New Geos

Online Research Expanded

Full Track

Lead Attribution

As the campaign matured, a sustained focus on cost-per-conversion reduction freed up meaningful budget. That redeployed spend was channeled back into expanding geographic reach — a virtuous cycle of efficiency gains driving volume growth. The client gained both lower costs and more customers simultaneously.

“In emergency services, showing up first matters everything. Our hyper-local strategy ensured this client owned their market geographically — and the campaign's compounding efficiency gains turned initial investment into sustained growth.”

— Michael Delpierre, CEO

Campaign	Budget	Status	Optimization score	Campaign type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Phone calls	Search impr. share	Search lost IS (budget)	Search lost top IS (rank)	Bid strategy type	Conv. rate	Conversions
Mair Search	\$100.00/d...	Eligible	100%	Search	104 (-29.25%)	1,400 (-59.10%)	7.43% (+72.98%)	\$18.20 (+211.45%)	\$1,892.99 (-20.35%)	1 (0.00%)	39.10% (+221.55%)	34.45% (+59.92%)	31.46% (-54.86%)	Maximize conversions	50.16% (+455.4)	52.17 (+645.29%)
Form Fill Conversion					-	-	-	-	-	-	-	-	-		-	15.00 (+150.00%)
Call from Ads					-	-	-	-	-	-	-	-	-		-	1.00 (0.00%)
thank_you_page					-	-	-	-	-	-	-	-	-		-	8.82 (-)
Phone Call					-	-	-	-	-	-	-	-	-		-	20.00 (-)
phone_call					-	-	-	-	-	-	-	-	-		-	7.36 (-)
Total: All enabled campaigns in you...					104 (-29.25%)	1,400 (-59.10%)	7.43% (+72.98%)	\$18.20 (+211.45%)	\$1,892.99 (-20.35%)	1 (0.00%)	39.10% (+221.55%)	34.45% (+59.92%)	31.46% (-54.86%)		50.16% (+455.4)	52.17 (+645.29%)
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