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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

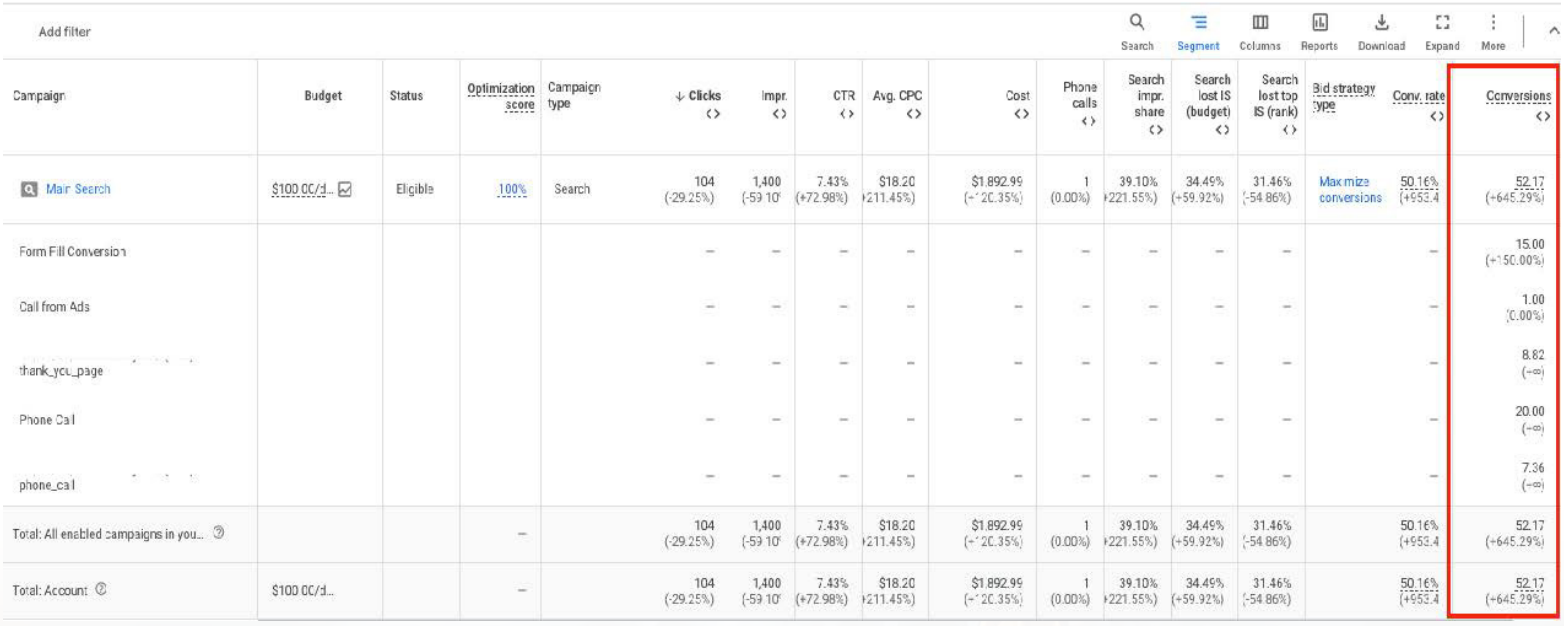
- Created specialized GEO Pages for each core service territory
- Implemented hyper-local keyword strategy with aggressive negatives
- Deployed call tracking to measure and attribute phone leads
- Redesigned landing pages with benefit-first messaging and CTAs
- Rebuilt ad groups in tightly themed clusters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

Campaign Outcomes

↓ Reduced	↑ Growth	New Geos	Full Track
Cost-Per-Conversion	Clicks & Conversions	Online Research Expanded	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, Partner**



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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
Main 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%)	34.49% (+59.92%)	31.46% (-54.86%)	Maximize conversions	50.16% (+953.4	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%)	34.49% (+59.92%)	31.46% (-54.86%)		50.16% (+953.4	52.17 (+645.29%)
Total: Account	$100.00/d...		–		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%)	34.49% (+59.92%)	31.46% (-54.86%)		50.16% (+953.4	52.17 (+645.29%)