



Raptor Rooter Plumbing Takeover

The Case Study:

In February of 2021, Blackbird Digital was approached to take over the digital marketing for Raptor Rooter Plumbing in Spokane Valley, Washington. The previous agency had built a series of campaigns and after a falling-out with said agency, Blackbird was tapped to take over. Within 2 weeks, Raptor Rooter's Google Ads were performing far beyond industry averages in our area, and within 4 weeks, ads were operating at peak efficiency with a relatively nominal beginning budget.

Below are some highlights of the campaigns over the first 30-day period.

Note: Some statistics are redacted for privacy of client. These statistics include adspend budget and exact targeting and demographic information.

56

Total Conversions

(Phone Calls, Form Fill-outs,
and Directions)

6467

Total Impressions

(Total number of ads delivered)

223

Total Clicks

(Number of users that
engaged with an ad)

\$17.60

Cost-Per-Conversion

(The average cost to deliver a
lead or initiate contact)

The Process:

When dealing with multiple areas of digital marketing, we always try to start with the platforms that will be the most profitable, and with "sought-goods and services" like plumbing, we want to start with the platform that people are already actively searching on: Google and Bing. We refer to Google as the "low-hanging fruit" simply because the users are always further into the marketing funnel than on social media or other outlets. This means that they are closer to pulling the trigger and need much less convincing.

The campaign that the previous marketing company launched had the plug pulled before it really had a chance to normalize, statistically-speaking. But, as with every campaign we do when provided data and information ahead of time, our first step was to dig into their process; this includes their

organizational structure, bidding models, keywords, and targeting while comparing it to the changes in statistics over a period of time. What we found was a single, pretty standard campaign that likely would have performed right around industry averages, however there was plenty that we could do to improve it.

By structuring the ads as separate ad campaigns based on individual services and promotions, we are able to build campaigns that can be easily tweaked and adjusted individually rather than dealing with the domino effect of making broad changes across all adsets. Aside from targeting and bidding adjustments, it allows us to adjust how the adspend is separated out based on individual services and promotions. This means that when we see dips in certain areas of business, we can be proactive and move adspend to another area where it is more effectively used. This is especially important in places like the Inland Northwest, where we are at the mercy of seasonality and changes in the weather.

Along with this, we also installed our proprietary 3rd-party analytics software, Peachtree, which allows us to track what's happening on the website in much greater detail than what Google allows with Google Analytics, as well as adjust our goals and targeting beyond what Google allows within the Google Ads Suite. By comparing the cost of clicks and conversions with the probabilities of conversion based on the way the average user navigates the website, we are able to direct Google Ads' machine learning to attempt to capture traffic that is more cost-effective than what Google typically considers effective. This is all done by exploiting natural weaknesses in Google's conversion models. Essentially, we are able to astronomically decrease our Cost-Per-Click (CPC) and Cost-Per-Conversion while typically maintaining our sitewide Conversion Rate, which translates to a much higher Return on Ad Spend (ROAS). By also installing Facebook's Pixel, we're able to double-down on the effectiveness by using actual visitors to the website -- people that already interacted with the ads or are doing business with Raptor -- and both re-market to them with follow-up ads on Facebook and Instagram, as well as create Lookalike audiences that match the demographic, interest, and behavior characteristics of clients that we have already won over, thus increasing the likelihood that the new users will follow in their footsteps.

In the time since launching these campaigns, the client has asked us to double our adspend budget.

As of March 23, 2021, we have calculated just shy of 20x Return on Adspend (ROAS) with these campaigns.

The Results:

With a very modest monthly budget and very little time to optimize campaigns (which typically takes 90-120 days to plateau in performance), we were able to far surpass industry averages in every category, delivering leads and contact initiations for as little as \$17 each, which is less than 1/3 of industry average. We've also been able to capture more than a 30% Impression Share (the percentage of searches that Raptor Rooter shows up for) with an ad spend that is one of the lowest in the Spokane Metro Area.

While building, managing, and reporting campaigns, we always primarily focus on measures of efficiency, not measures of totals. The reason being, delivering tens of thousands of users to the client's website means nothing if we spend their entire margin to do it, and it means even less if those users were not targeted well enough to convert into actual sales and scheduled appointments. Once you build an efficient campaign that interacts and converts at the highest possible rates for the lowest possible prices, getting more traffic and increasing numbers is a matter of increasing adspend budgets, which typically translates to an increase of statistics across the board while maintaining metrics like Cost-Per-Click (CPC) and Conversion Rate.