



**BIONIC CLICK**

## Residential services company increases Conversion Rate by 391% while slashing Cost per Conversion 80% with the help of Bionic Click's exclusive technology

### Situation

Being in a highly competitive market, this residential HVAC services company was struggling because traditional forms of advertising were becoming less effective and more costly. Their marketing team decided to turn their focus to generating leads via the web. After beginning PPC and SEO campaigns, they experienced a bump in call volume but found their results were less than impressive. They knew other businesses had found success online, so what were they doing wrong? After an exhaustive review, they finally realized they did not have the data they needed to connect what they were doing online to the calls they were getting offline.

### How Bionic Click Helped

We first discovered this client had implemented some good online strategies: they had compelling text ads and a nice looking website with key conversion tools in place. Their greatest challenge was uncovering what was happening "behind the curtain".

They had spent over \$100K on keywords with no real knowledge of which were driving the most potential customers to their site resulting in a phone call. By connecting the Bionic Click Call Conversion technology to their site, we were quickly able to provide them with an exact list of keywords that drove the most business so they knew how to shift their ad spending and a view of which text ads got the greatest results. In addition, our technology fed their results right back into Google Adwords, Yahoo Marketing Solutions, and Bing Adcenter so there were no new interfaces to learn AND they could benefit from Google's Conversion Optimizer tool which (up to this point) could only be used by pure play e-tailers.

They turned up the heat by turning on Bionic Click's Dynamic Landing Page technology which helped them customize messages from the first keyword a searcher entered, to the text ad they saw in their search results, to the wording and logos they saw on the landing page. This, along with our Call Tracking and Monitoring tool helped them achieve amazing results.

### EXECUTIVE SUMMARY

#### Type of Business:

Service company providing home comfort solutions for customers including air conditioning, heating, and air purification installations and repairs.

#### Their Challenges:

- Were spending over \$100K each year on keywords and text ads with no data on which of these were driving offline phone calls.
- Had no idea which pages on website were best at converting a visitor to a caller.

#### Our Solutions:

- They decided to utilize Bionic Click's conversion tracking technology to identify exactly which keywords, text ads, and landing pages were driving the lion share of their calls.
- They also used Bionic Click's Dynamic Landing Page technology to better match language in texts ads to landing pages.
- They later added Call Tracking and Monitoring to pinpoint how well their call taking staff was converting those call leads to in-home appointments.

#### The Results:

- After one week of using Bionic Click technology:
  - 411% ↑ Conversion Rate
  - 78% ↓ Cost per Conversion
- Comparing same month last year (before BC) to this year (after BC):
  - 391% ↑ Conversion Rate
  - 80% ↓ Cost per Conversion
  - 541% ↑ Conversions



# BIONIC CLICK

## Their "Bionic" Results

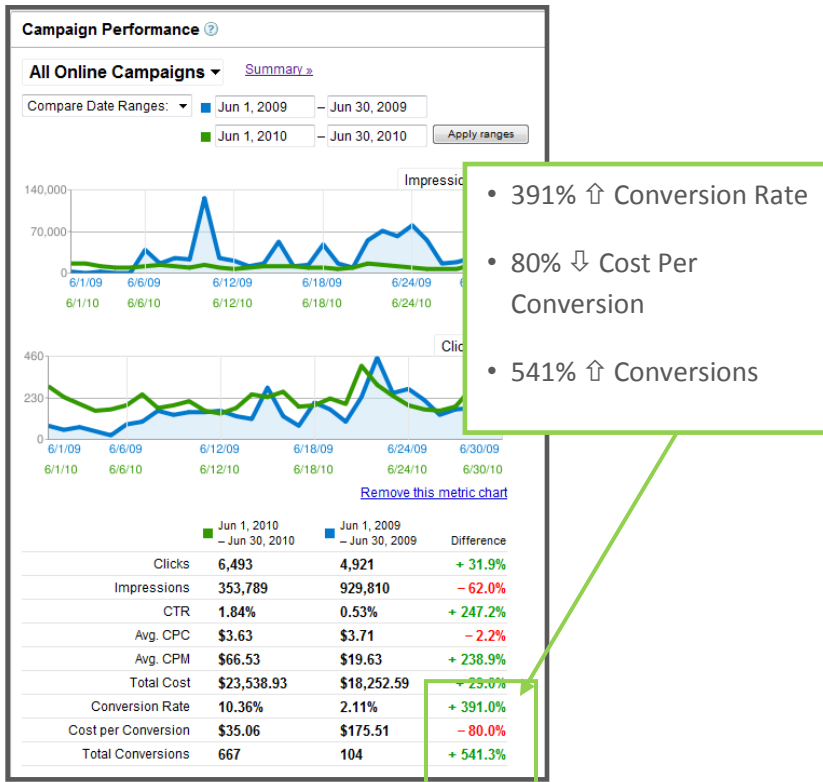
After only one week of using the Bionic Click Conversion technology, the client realized a 411% increase in their Conversion Rates and a 78% decrease in their Cost per Conversion.

They continued on a successful track by adding the Dynamic Landing Page technology which allowed them to exactly match wording in their text ads with the headline and offer featured on the landing page. AND they were able to dynamically feature specific brand logos the potential customers were seeking.

When they compared conversions for the same month previous year before they started with Bionic Click to this year with Bionic Click, they found they had achieved explosive results:

*"We were astounded by the results Bionic Click helped us achieve. It's like giving your online marketing plan a shot of caffeine."*

*Doug Cucco,  
General Manager*



Call Bionic Click and ask us how we can help you increase your ROI today!

(877) 788-9902