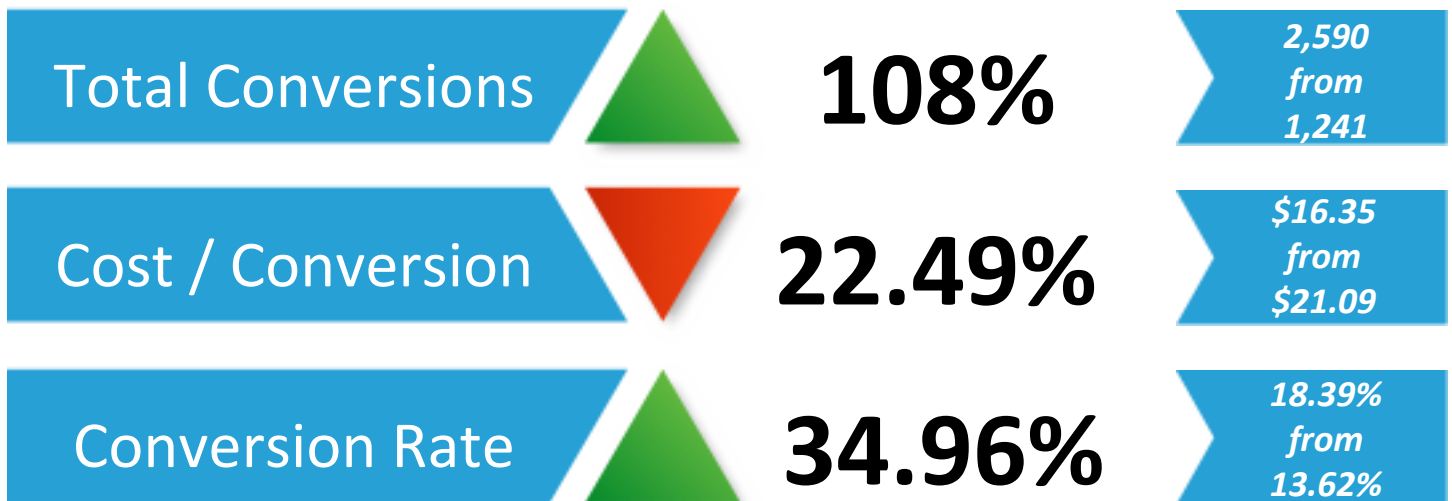
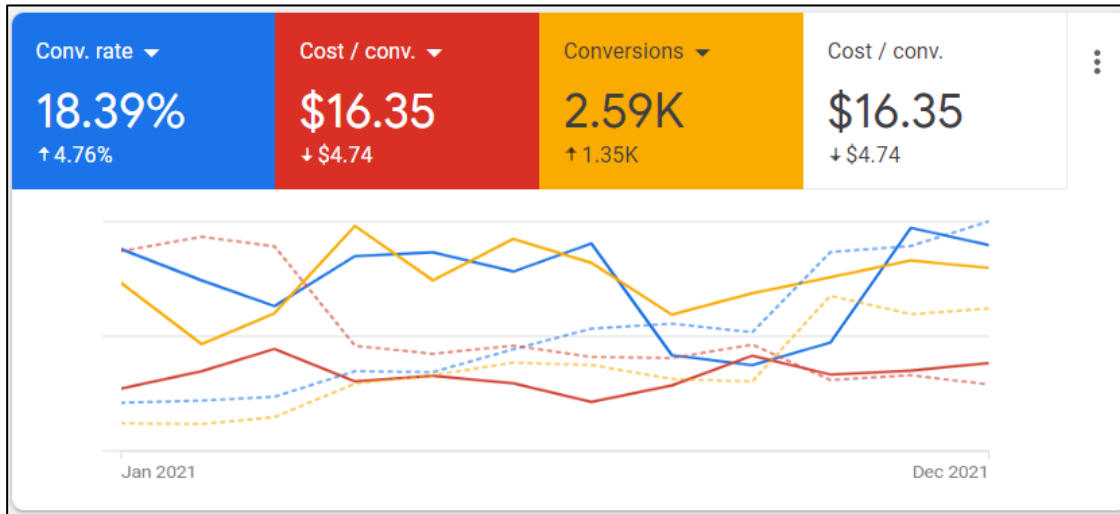


Industry: Residential Trash / Dumpster Services



This client began engaging in services in April of 2018. Comparing 2021 to 2020, this campaign saw monumental growth both in total conversions and overall campaign efficiency. Throughout 2021, we focused campaigns to target only-high intent keywords and ran carefully crafted ad copy to target and engage potential customers as they were making purchase decisions. This careful keyword targeting layered with smart bidding solutions, helped more than double total conversions while reducing cost per conversion to under \$20.00. This YoY growth is more impressive considering a Q3 business pivot that initially reduced conversions which we were able to quickly recover and grow from.

