

## Case Study #3 Industry Expertise Brings PPC Success

### The Problem: The Intricacies of Home Care

An innovative home care provider in a large, competitive market understood the importance of being found in online searches in order to drive business. With the help of another marketing agency (without home care expertise) that promised exponential growth, they developed and implemented a pay-per-click advertising campaign. While that campaign drove a large number of clicks to their website, the traffic acquired did not convert into the number of leads expected. Even with ongoing training to help the marketing agency understand the complex home care market, there remained a knowledge gap that was difficult to overcome and ultimately the client was dissatisfied with the results delivered.

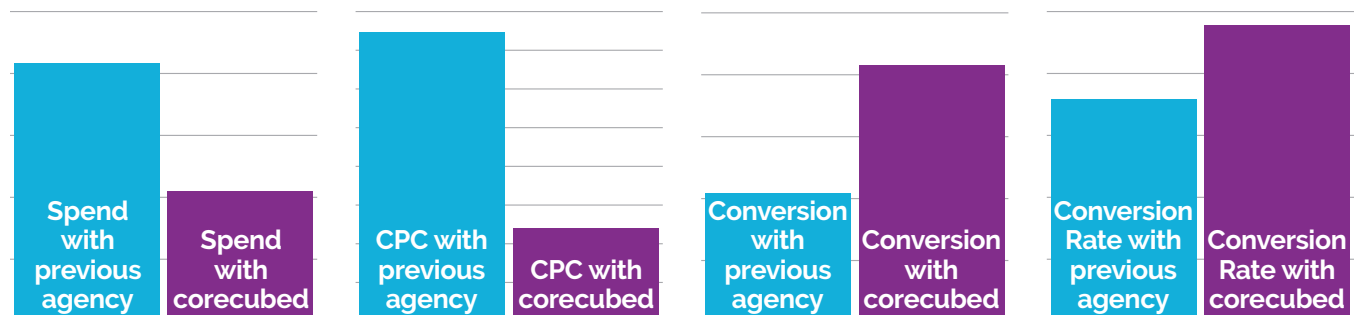
### The Solution: Industry Expertise, Proven Efficiency

The client wanted to improve ROI from their PPC ads. However, the client was not sure how to do this. It was likely they would run into the same issues with another marketing agency with too broad of a focus. Instead, they engaged with **corecubed**, known for their home care industry expertise. After a thorough analysis of the existing PPC campaign using a home care lens, it became clear what changes the client needed to make and the **corecubed** team got started right away.

### The Results: Decreased Spend. Increased ROI.

Within the first 90 days of **corecubed** taking ownership of the PPC account, the following results were achieved:

\*2019 industry averages obtained from [Wordstream benchmarks](#).



- Monthly spending was decreased 42% (a \$3,000 per month savings)
- Cost-per-click decreased 67%, to \$1.20 (\$1.43 less than the current industry benchmark of \$2.62)
- Total number of conversions increased 107%, and the conversion rate increased 31%