

Case Study #2

Incorporating Google Ad Campaigns for Exponential Growth

The Problem: Expanding Results with Pay-Per-Click Ads

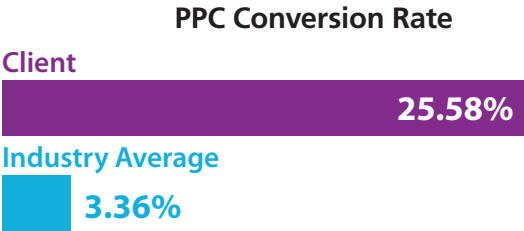
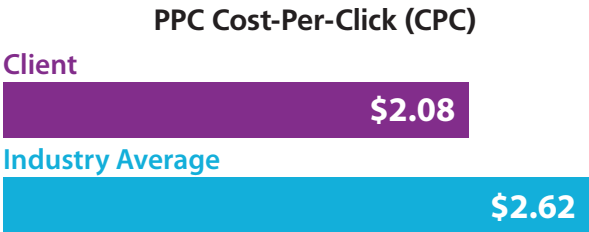
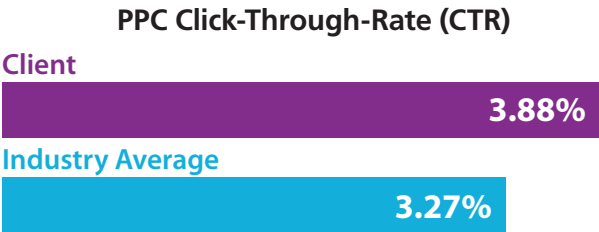
A leading home care agency in the highly competitive Chicago market was looking for new ways to reach their target audience. After already seeing success from search engine optimization (SEO), the next logical step was to explore a pay-per-click strategy.

The Solution: A Customized Ad Campaign

The client wanted a true *partner* who understood the home care industry AND possessed digital marketing expertise. For that reason, the client engaged the services of **corecubed** to create and implement an advertising strategy that would ensure success. **corecubed** provided the industry knowledge and in-depth digital marketing expertise they needed. From thorough competitor research, careful keyword selection, tailored ad writing and more, **corecubed** was able to truly customize their campaign for the home care market.

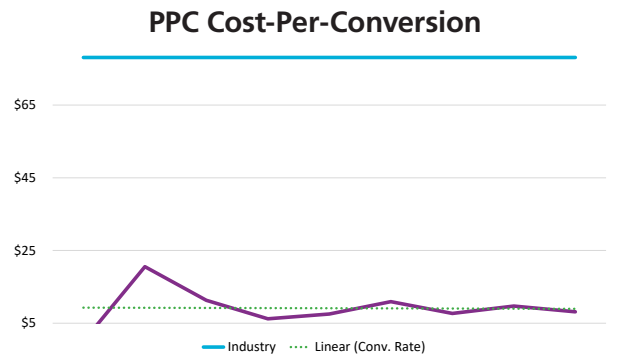
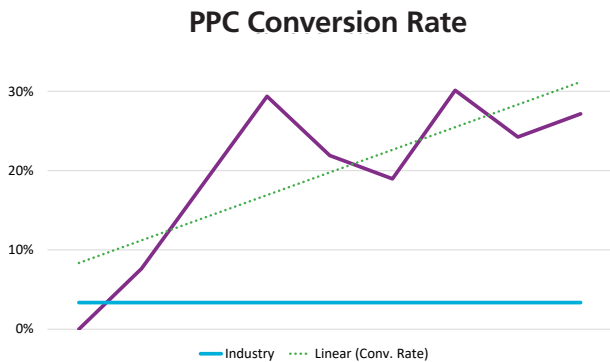
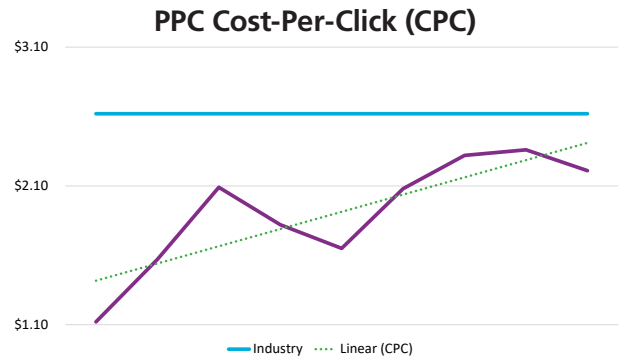
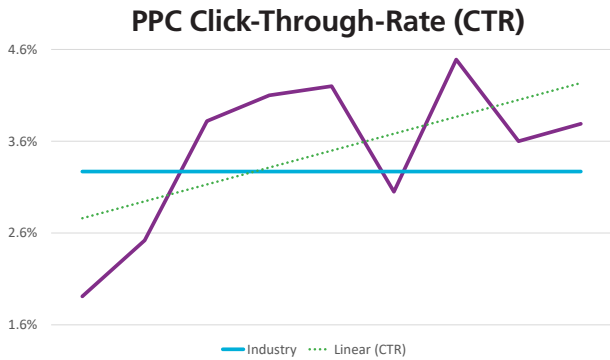
The Results: Continued Success

In the first 6 months, for an average PPC cost of \$294/month, the client achieved the following results.



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

Success didn't stop there. Significant ROI continued through optimized campaign performance and achieved the following results.



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