

# PPC Case Study: Home Remodeling Company

## Challenge

A growing home remodeling company faced rising paid search costs in a competitive local market. While lead volume remained steady, aggressive competitor bidding and inefficient ad delivery increased cost per conversion. The objective was to reduce costs without sacrificing lead quality or volume.

## Strategy

Max Clicks Digital conducted deep auction insights and scheduling analysis to identify inefficient spend, avoid unnecessary head-to-head bidding, and prioritize high-intent searches. Budgets, bids, and ad schedules were realigned around peak conversion windows to maximize efficiency.

## Results

**15% reduction in cost per conversion**  
**9% increase in qualified lead volume**

The campaign delivered more qualified remodeling leads at a lower cost, improving ROI and strengthening the client's competitive position.

## Key Takeaway

Strategic auction analysis and precise scheduling optimization allow home services advertisers to outperform competitors, lower costs, and scale profitably.

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