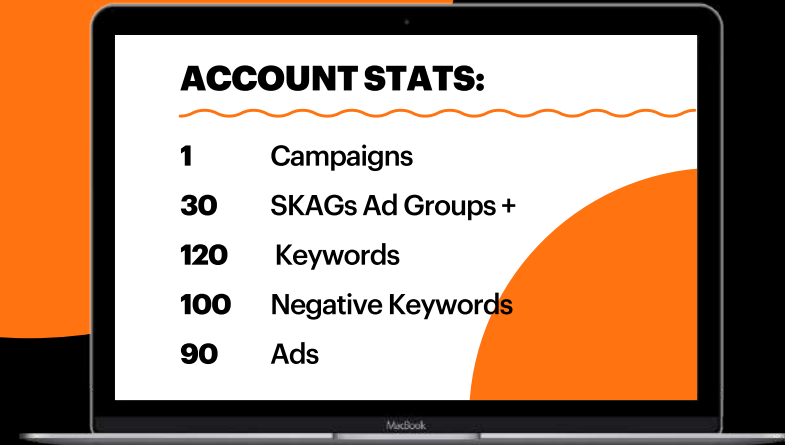


**CPA has decreased 50%,  
conversion rate increased  
115% and ROI has increased  
260%.**



**We helped in the strategy planning of building out SKAGs Search campaigns. Since working together, the results we look on are the decrease in CPA by 50% and an increase in conversion rate by 115% along with ROI increase by 260%.**

## About Project

Due Brothers Solar is a family owned and operated construction Company that specializes in Solar panel installations in San Diego. Originally started in Scottsdale, AZ as a general contracting Company, Due Brothers has been installing Solar in San Diego and surrounding counties in California since 2008.

From designing aesthetically pleasing Solar systems using only the highest quality materials to generating the ideal performance, we pride ourselves in providing expert service at a fair price.

### Landing Page :

<https://solarinstallationsandiego.com/sandiego-solar-panel-installation-quote/>

## How we did it:

- ✓ Set up of search campaign
- ✓ Single keyword ad groups (SKAG) Structure
- ✓ Custom Landing Pages
- ✓ Conversion Tracking
- ✓ Keyword Match Type
- ✓ Manual Bidding
- ✓ Continuous updating of ads according to season and promotions

**40%**

Decrease in CPC

**50%**

Decrease in CPA

**115%**

Increase in conversion rate

**66%**

Decrease in budget waste

**96%**

Increase in the number of leads

**Get Result Like These**

Let's work together! Get started with a custom proposal.

**GET MY PROPOSAL**