

TRACTADS

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HVAC

OBJECTIVE: CALLS

Scenario: An HVAC contractor want to get more qualified calls from homeowners who needed A/C repair or were in market to purchase a new A/C unit. 1 year timeframe.

Results: The TractAds Team identified homeowners by the type of HVAC unit they owned and then presented display and search ads to influence an appointment as an phone call.

Monthly Budget \$1,875	Monthly Results 48 Phone Calls
Conversion Value \$420	Estimated Return \$6,720

On average there were 48 calls per month where 33% were qualified for a service call. An average service call is worth \$420. The estimated return was based off taking 33% of the calls x conversion value. HVAC unit sales not factored.