

# From Inactive Ads to 46.84% Increase In Conversions

Eagle Plumbing and Heating required assistance in managing their PPC campaigns. Our client services residents of Bellingham County in Washington State. They had given up on PPC so their Google accounts were left in inactive status.

After launching an initial search campaign that generated steady results, WSM Strategist launched a DSA campaign that boosted results again, showing noteworthy increases to the account.

## HOW WE DID IT

Our strategists addressed their frustrations by launching two separate campaigns:

### 📍 Launch of an Initial Search campaign

- Negative Bid Adjustment for Tablets
- Targeting cities and zip codes near to their location
- Ad scheduled from 8 am to 5 pm to maximize budget utilization

### 📍 Launch of a DSA Campaign

- Bid adjustments on the hours where more conversions are registered
- Negative Bid Adjustment for Tablets -20%
- Scheduled from 7 am to 10 pm
- Targeting Bellingham, Blaine, Ferndale, Everson, Lynden, Maple Falls in Washington State. Positive bid adjustments on the cities closest to their HQ.

## THE RESULTS

The launch of the DSA campaign improved results at the Account Level

- 📉 CPA decreased by -23.84%
- 📉 CPC decreased by -13.30%
- 📈 Conversions increased by 46.84%

*“From the beginning we have been happy with the results that White Shark Media has gotten for us and for the customer service that is all around exceptional.”*

**Ty Visser | Business Owner**