

# Ellison Ellery Google Ads Case Study: Magnet Remodeling

## Magnet Remodeling Case Study 1 year: July 2021 – July 2022

Ellison Ellery increased Magnet Remodeling's Conversions by 122% while decreasing cost per conversion by 52%.

Magnet Remodeling has provided Central Florida homeowners with spa-worthy bathroom updates, full and partial kitchen remakes and wow-factor flooring and painting for more than 15 years. However, their business wasn't growing.

Magnet Remodeling partnered with Ellison Ellery in July of 2021 in an effort to drive more leads, while decreasing cost per lead. Within the first year of working together Ellison Ellery was able to help Magnet Remodeling do just that, increasing the number of calls from their Google ads by 192% and lead forms fill outs by 58% -- outperforming Google Ads benchmark (4.4%) by nearly 3x and increasing overall business to the remodeling company by 12x.

All this was done while out-performing the home remodeling industry averages.

**Magnet's average cost-per-lead is \$41.11 vs the industry average cost-per-lead of \$186.**

Since starting to work with Ellison Ellery, Magnet has drastically increased their home remodeling crew size to accommodate all of their new growth.

### How we did it:

- Added call tracking to the account
- Set up client's CRM
- Set up Google Click ID
- Integrating account website, Google Ads, Google Analytics and other tracking systems
- Prioritizing Responsive Search Ads, testing new copy
- Refining keywords, keyword sculpting, adding negative keywords
- Switching bidding strategies from Manual to Maximize Conversions/Target CPA
- Utilizing strong testing strategy along with affinity psychographic targeting



### Call Out Results:

↑ **78% increase**  
in CLICKS

↑ **122% increase**  
in CONVERSIONS  
Calls: 192% increase  
Lead Forms Fill Outs: 58% increase

↓ **52% decrease**  
in COST/CONVERSION  
(Compare to Home Services Benchmark  
Ave. Cost Per Lead \$186)

**11.88% CONVERSION RATE**  
(compare to Google Ads Ave. of 4.4%)

↑ **20% increase**  
in CONVERSION RATE





We started working with Ellison Ellery Consulting a year ago and they helped us double our revenue in just a few months of working together!  
They evaluated our business and our marketing needs to help create a strategy tailored to us. Our marketing and lead engine just runs so I can focus on remodeling homes.  
We are busier than we have ever been before! I can't imagine where our business would be without their help and expertise. I absolutely recommend Ellison Ellery Consulting. You can't do any better!

-**Adrian Eslava**, CEO & Project Manager at Magnet Remodeling

## Need help increasing conversion?

### Our team of expert marketers can help.

We help businesses clarify their value proposition, messaging, and strategy so they can attract, convert, and scale more effectively. And it all starts with connecting with your prospective customers in a meaningful, human way.

Plus we have the experience and expertise to execute digital marketing campaigns with technical know-how, creativity, grit, and empathy. We're an ROI agency!

Want to learn more about how we can help you develop a conversion rate optimization strategy for your business?

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Visit us at [EllisonEllery.com](https://EllisonEllery.com)  
or shoot us an email at [ContactUs@EllisonEllery.com](mailto:ContactUs@EllisonEllery.com)  
We'd love to get to know you!



SEO



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