

ServPro Increased CTR by 49% Through Single Keyword Ad Groups & Dynamic Keyword Insertion

ServPro is the nation's leading fire and water cleanup and restoration company. They offer premium cleaning and restoration services that people turn to when disaster strikes. They pride their level of work as "like it never even happened®" and with over 1,700 franchises nationwide, ServPro continues to help homeowners and businesses 24/7.

Being a leader in fire and water cleanup and restoration, ServPro focused on specific branches to strategize how they can better improve and expand their services in a micro level. They developed a unique digital campaign for a particular branch to generate the results they wanted while staying in budget, but realized they needed assistance to accomplish the results they wanted. They turned to the experts at KlientBoost to help them process and develop their unique digital campaign and **through single keyword ad groups and automated bidding strategies, ServPro saw a 49% increase in CTR and 5% decrease in CPA.**

How We Did It:

- Single Keyword Ad Groups
- Automated Bidding Strategies
- Non-Branded Search Campaigns
- Dynamic Keyword Insertion



The Results

↑ **49%**
Increase in CTR

↓ **5%**
Decrease in CPC

↑ **4%**
Increase in Search Impressions Share



"We needed to develop an online campaign specific to our office. We used to use a vendor that was approved by our corporate office. However, they had very strict constraints and restrictions which would hamper our efforts. KlientBoost, walked us through every step of the process and helped us develop a campaign unique to our market. Since moving over to KlientBoost, our add-spend budget has grown along with our inbound traffic from Google search. KlientBoost works with both large national accounts and small customers. We are a small company with a limited budget. KlientBoost gives us superior customer support and truly helps us maximize our limited ad budget. We are 100% satisfied with KlientBoost. Our account manager has been very pro-active and works closely to ensure we are meeting our current goals."

Terence Hahn – VP of Sales & Marketing | ServPro