

Target Highly Relevant Customers & Grow Your Business with Google Ads

As a Google Premier Partner, Cosmick Media can help improve your Google Ads campaign performance. Our highly trained and advanced certified professionals are ready to take your business to the next level. See what ComfortSpec has to say!



The Challenge

We wanted to serve relevant ads locally to people searching for our home inspection services. We also wanted to appear ahead of our competition while maintaining the lowest cost per lead possible.



We have noticed an extraordinary increase in online presence, booked inspections online and traffic from Google Ads. We always wanted to stay ahead and this was definitely a missing link. If you are looking for the best solution to online marketing this company is it.

Jason Damato, Operations Team Leader ComfortSpec

The Approach

I contacted Cosmick Media in April 2018 to setup and launch our new Google Ads campaigns. We focused on the Google Search & Google Display networks to find potential customers when they were directly searching for a home inspection company like ours or soon to be in the market for our services.

The Results

Through continuous optimizations and advanced tracking systems, we've been able to identify the most important keywords and campaigns for lead generation. Over time, our company has invested more in Google Ads and has definitely seen a direct increase in leads, website traffic and most importantly, revenue.

5x

Booked
Inspections/Month

150%

Increase in Website
Traffic

745

Conversions (Calls
& Contact Form
Leads)



Sources: Google Ads, Google Analytics, Call Tracking Metrics, Client Testimonial
Date Range: April 2018 - December 2019

