

Pest Control PPC Ads Breakthrough

From 35 to 64 Conversions

CLIENT OVERVIEW

CLIENT
Bravoex Pest Control

LOCATION
Canada, Ottawa

SERVICE
Google PPC Ads

WORK TIME
Jun 2024 - Feb 2026

RESULT HIGHLIGHT

Performance Metrics

 **2x** increase in conversion

 **1.7x** decrease in cost per conversion

 From cost/conv. ~~\$43.43~~ to \$25.86 CPL



THE PROBLEM

Main Problems stopping the business from growing

TOO MUCH AD COST

Spend **\$1.5K**/month, get Low results

 Budget draining without results

POOR TARGETING

Targeting the **wrong audience**, so results are very low

 Wasted ad click & impression



WITHOUT DATA OPTIMIZATION

No Data, No Testing = Poor **PPC** Results

 Hidden performance killers



CRITICAL ISSUES
Cost per conversion: \$43.43



Ripon Ahmed – Google PPC Ads Specialist

BEFORE OPTIMIZATION

Poor performance metrics with high costs and low conversions



LONG-TERM AD RUN

Mar 15, 2024 – May 8, 2026



Click

12.7k



Conversion

420



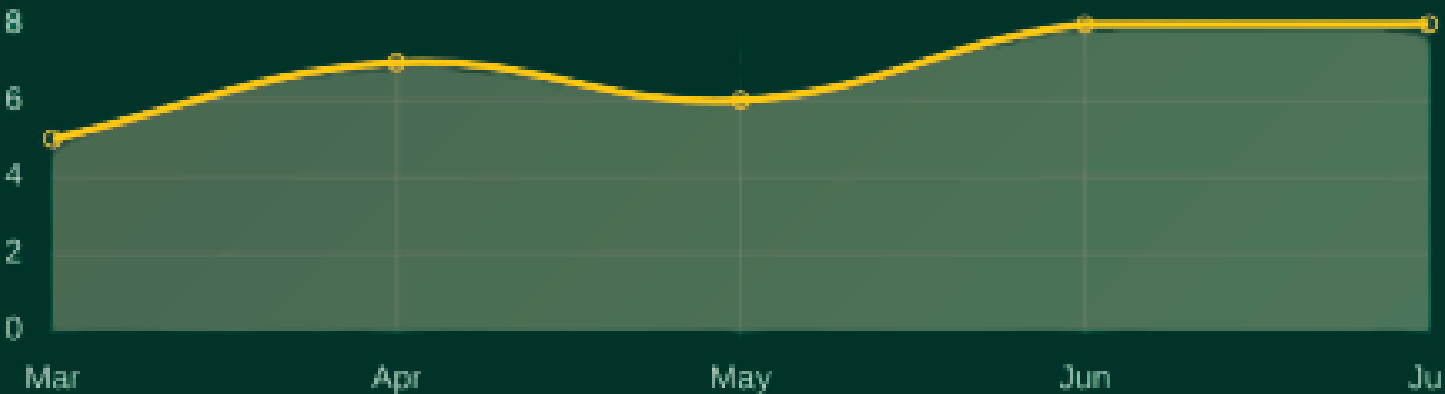
Cost per conversion

\$43.43



Total Ad Spend

\$23k



OCTBER CAMPAIGN

Worse Results (Oct 1 – Oct 31, 2025)



Click

6.7k



Conversion

769



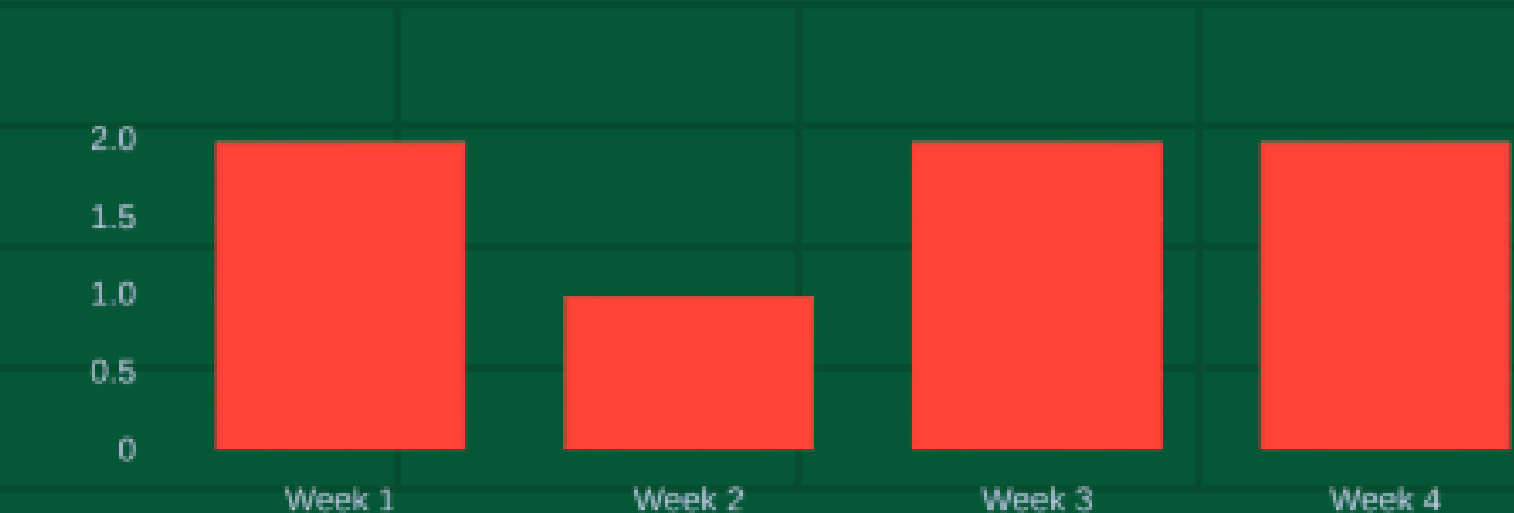
Cost per conversion

\$25.86



Total Ad Spend

\$18k



CRITICAL PERFORMANCE ISSUE

The campaign was **wasted budget** with almost no returns



AFTER OPTIMIZATION

Campaign performance soared after strategic overhaul



AFTER FULL AUDIT & OPTIMIZATION

Nov 1 – Nov 30, 2025



Click

1.65k



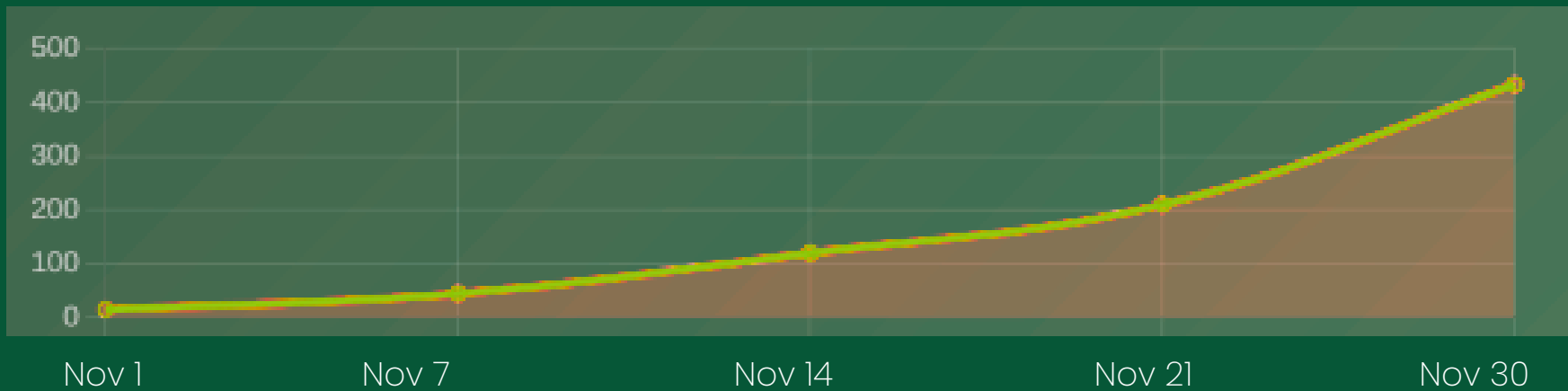
Conversion

64



Cost per conversion

\$25.86



MASSIVE TURNAROUND



2x

More Conversions



1.7x

Lower CPL



TRANSFORMATION SUCCESS

Strategic optimization transformed a failing campaign into a **high-performing revenue generator**

HOW WE FIXED IT

Strategic solutions that transformed campaign performance



IN-DEPTH AUDIT

Comprehensive analysis using **Google Ads & GA4**



Performance gap analysis



Conversion path mapping



Optimization opportunities



CONVERSION PAGES

Designed with **instant booking CTA**



Streamlined user journey



Mobile-optimized design



Clear call-to-action



KEYWORD OPTIMIZATION

Targeted high-intent **pest control** keywords



Intent-based keyword research



Device-specific bidding



Geo-targeted campaigns



FOUNDATION FOR SUCCESS

Data-driven decisions and customer-centric design



Ripon Ahmed – Google PPC Ads Specialist

HOW WE FIXED IT

Advanced strategies to capture lost opportunities and boost conversions



STRATEGIC RETARGETING

Captured **lost visitors** through sophisticated remarketing



Visitor Retargeting



Drop-off Recovery



Custom Lists



CONVERSION TRACKING

Tracking **instant booking form**



Call from ads track



Tracking lead booking form



Call from the website



COMPELLING AD COPY

Redesigned messaging to highlight **key value propositions**



Special Offers



Real-time Availability



Trust Signals



COMPLETE OPTIMIZATION STRATEGY

From targeting, call from ads & call from web to conversion



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TOP INSIGHTS

Essential insights for pest control businesses to maximize PPC performance



SMART OVER SPEND

It's not about **MORE SPEND**—it's about **BETTER OPTIMIZATION**. Strategic allocation delivers exponentially higher returns.

01



LOCAL & MOBILE FOCUS

LOCAL & MOBILE-FOCUSED STRATEGIES drive serious pest intent. Customers are typically on-the-go and need immediate solutions

02

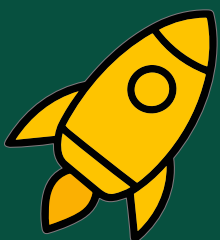


REGULAR AUDITING

REGULAR AUDITING = uncovering hidden performance killers. Continuous analysis is essential for sustained growth.

03

?



TRANSFORM YOUR BUSINESS

Apply these principles to turn your **pest control marketing** from cost center to a revenue driver.



Ripon Ahmed – Google PPC Ads Specialist

READY TO SCALE?

Turn Your Ad Budget into High-Converting Pest Control Leads



TRANSFORM YOUR PPC PERFORMANCE

Get the same **2x conversion** boost that transformed our Canadian client's business

1.7x

CPL Reduction

2x

More Conversions

With proven strategies:



Data-driven optimization strategies



High-converting landing pages



Targeting High-Intent Customers



NEXT STEPS

- 1 Schedule Your Free Audit
- 2 Receive PPC Custom Strategy
- 3 Implement & Scale Results
- 4 Receive Campaign Strategy



Ripon Ahmed

Certified Google PPC Ads & Conversion Specialist



RESULTS COMPARISON



BEFORE

35 Conversions

Cost per lead \$43.43

AFTER

64 Conversions

Cost per lead \$25.86