

Len The Plumber

Home Services

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318% Increased ROAS

80% Lower CPC vs. Microsoft non-branded Search ads

Professional Service Ads

How Blue Corona helped Len The Plumber Heating & Air increase return on ad spend (ROAS) by 318% with Microsoft Advertising

The goal

Whether it's general plumbing needs, sewer and drain issues, or water heater and well woes, with Len The Plumber Heating & Air, consumers can receive same day service seven days a week—and emergency service at no extra charge. The team was managing Google Local Services ads (LSA) in-house and experiencing drop-offs in LSA performance (click and lead volume).

When the team shifted a large portion of their LSA budget into Search ads hoping to offset the lower LSA volume, the results were minimal.

That's why Len The Plumber Heating & Air team worked with Blue Corona, and upon their recommendation, started using Professional Service ads with Microsoft Advertising.

The campaign launched on June 8, 2023 and remains active.

“When our clients engage with us for lead generation, we are naturally looking for ways to drive the greatest amount of leads at the lowest cost. We are so thrilled with the results we've seen with Professional Service ads for this client and are excited to keep rolling them out further.”

Kylie Castrucci
Director of Paid Media, Blue Corona

The results

The Professional Service ad (PSA) results were outstanding. The campaign drove qualified leads at a much lower cost when compared to non-branded Microsoft Search ads in the same markets:

- 80% lower cost-per-click (CPC) vs. Microsoft non-branded Search ads
- 78% lower cost-per-qualified lead vs. Microsoft non-branded Search ads
- 318% greater return on ad spend (ROAS) vs. Microsoft non-branded Search ads

Professional Service Ads do not yet drive as much volume as Google Local Services, but produced great results for Len The Plumber Heating & Air. They are keeping the campaign live.

78%

Cost-per-qualified lead vs. Microsoft non-branded Search ads



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