

82% More Calls, For 40% Less:

How an Appliance Repair Business Thrived in a Cutthroat Market



Summary

For nearly 50 years, Certified Refrigeration has been the premier Sub-Zero & Wolf appliance repair service in New York & New Jersey.

Despite a decade of successful self-managed Google Ads campaigns, they found themselves trapped in a downward spiral—spending more money for fewer leads in an increasingly predatory marketplace.

After partnering with Hop Skip Media to manage their PPC strategy, Certified Refrigeration increased conversions by 82% while reducing cost per conversion by 40% within just one year, revitalizing both their digital advertising and overall business growth.

Bleeding Money & Competitors by the Dozen: Before Hop Skip Media

Certified Refrigeration is a proudly family-owned and operated business for nearly 50 years. In this time, they have gained their customers' trust as the best independent SubZero & Wolf appliance repair business in the region.

Their success is tied directly to inbound call volume, much of which is generated through click-to-call ad extensions and mobile-first paid search campaigns. After 10 years of managing their own Google Ads, trouble started brewing. The digital landscape had transformed into a battlefield where Certified's legitimate reputation was being drowned out by overnight operators creating multiple Google My Business profiles and bidding aggressively on keywords.

John, the owner, was certain that his 22K monthly advertising budget was a healthy one and was reluctant to increase it, yet leads were drying up. He felt like he was bleeding money as his phone, once constantly ringing with new business, grew increasingly silent.

He knew that there was still success to be found on Google. After all, when someone's refrigerator breaks, their first course of action is to Google "refrigerator repair service near me." However, no matter how many times he implemented changes and optimizations he'd read about online, their performance kept tanking, pushing John to the realization that he needed expert help.

Finding Hop Skip Media

With his business at a boiling point, John knew he needed a different approach to digital marketing—one grounded in expertise rather than experimentation.

Enter Hop Skip Media. John had started following their founder, Ameet, on Instagram. Seeing her obvious passion for PPC in her content and the wealth of Google Ads knowledge she shared for free made him feel like he could trust her. Unlike other agencies he'd considered, Hop Skip Media didn't promise overnight miracles—they offered partnership, expertise, and transparency.

Certified Refrigeration was impressed by Hop Skip Media's dedication to understanding the quirks of their industry. For example, shortly after starting to work together, the manufacturer of Sub-Zero appliances launched their repair program, offering a substantial discount on parts. This presented a much bigger challenge for Certified than even the shady fly-by-night repair competitors they were also dealing with.

What truly set Hop Skip Media apart, in John's view, was their transparency: "Their entire team is very front-facing, personable, and open. We don't see that with many ad agencies—there's a dark cloak over it. Hop Skip Media is honest about what they do and how they do it. What sets them apart is that they're an open book."

After pairing up with Hop Skip Media, Certified Refrigeration established clear goals:



Generate consistent,
high-quality phone calls
through ads



Maintain or reduce ad
spend while increasing
conversions



Improve campaign
efficiency with small,
sustained optimizations

The strategic partnership quickly shifted from planning to action, as Hop Skip Media began implementing conversion tracking and campaign optimizations specifically tailored to the appliance repair industry and Certified's unique market position.



More Conversions for Less: The Results

A year after returning to Hop Skip Media, Certified Refrigeration's results spoke for themselves. The company achieved a 90% increase in CTR (click-through rate) and a remarkable 113% increase in conversion rate.

Most importantly, they generated **82%** more conversions while reducing their cost per conversion by **40%** (*saving \$120 per conversion*).

113% increase in conversion rate

90% increase in CTR (click-through)

Even better, as these metrics improved, Certified Refrigeration felt confident enough to increase its advertising budget, since they were getting substantial returns on its investment. Bringing Hop Skip Media on board didn't just impact their digital advertising—it powered the growth of the entire business.

These impressive metrics represent more than just advertising efficiency—they signal a fundamental transformation in how Certified Refrigeration approaches growth in the digital age.

Through their partnership with Hop Skip Media, they discovered that even in the most difficult scenarios, it's possible to improve Google Ads performance without throwing more money at the problem.

Hop Skip Media and Certified Refrigeration are partners to this day, and this is what Hop Skip is most proud of: earning and keeping their trust as they weather the ups and downs of digital advertising together.

The Path Forward



Certified Refrigeration's transformation proves that even businesses in highly competitive industries can achieve remarkable growth without endless budget increases. Through strategic campaign optimization and transparent partnership, they've not only weathered the storm of digital advertising chaos but emerged stronger than ever.

If your business is struggling with diminishing returns on increasing ad spend, don't resign yourself to shrinking margins or market share. Partner with experts who understand your industry's unique challenges and can navigate the complexities of digital advertising on your behalf. Contact Hop Skip Media today to discover how we can transform your advertising performance and fuel sustainable business growth, just like we did for Certified Refrigeration.