



300%

INCREASE IN CONVERSIONS:

HOW WE DID IT



Daytona

HOMES

How we created a 300% increase in conversions



The story of how a local homebuilder thrived with PPC advertising

The Challenge

Daytona Homes is a production home builder operating in 7 cities across western Canada. After 25 years in business, they have built over 8,000 homes.

Daytona Homes' #1 goal was to grow their online leads.

In a crowded and competitive market, they knew that digital advertising was needed in their marketing strategy and for the success of the business. They didn't just want to work with a digital advertising agency; they wanted to work with a group of specialists to ensure the success of their campaigns.

Daytona Homes wasn't able to justify the cost of digital advertising after working with numerous agencies, but not getting the results they knew were possible.

The Solution

An account audit and overhaul.

The home builder initially requested Hop Skip Media to conduct a thorough audit along with a complete overhaul of their existing account

Upon the completion of the account audit, we made several changes to their paid search, display advertising & social advertising platforms such as:

- Either improving or pausing keywords that were under performing.
- Ensure their conversion tracking was set up correctly
- Discovered new audiences to target
- Updated their negative keyword list

The Results

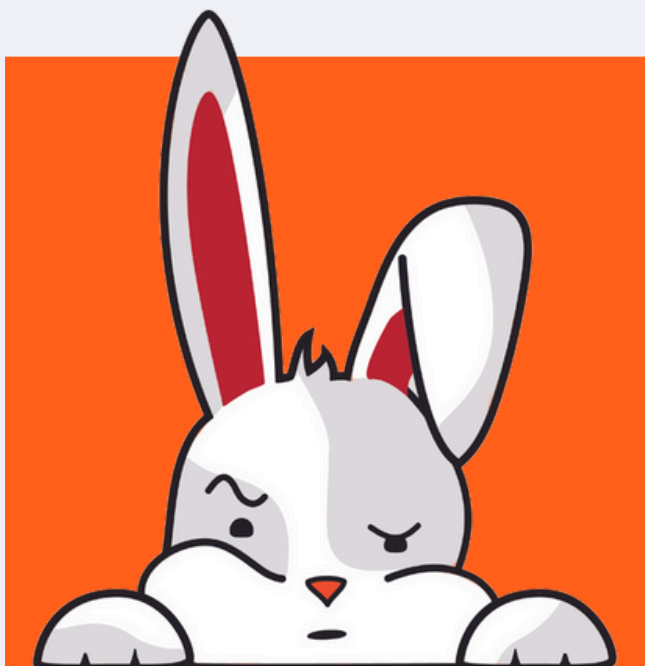
Increased conversions by 300%

Not only did Hop Skip Media increase conversions by 300%, but we also decreased the cost per acquisition by 46.91% and implemented a cross-device ad strategy.

"All in all, we more than tripled our overall campaign conversions (without additional spend) in the first year of working together, and now we track those conversions across the entire customer journey through a technology stack that is being used across our divisions."



I.F., Daytona Marketing Manager



300% increase
in conversions

47% decrease
in CPA

DO YOUR PPC CAMPAIGNS NEED SOME ATTENTION?

Contact the Hop Skip Media
team of PPC experts today &
take your PPC ads from
“whatever” to “wow!”.



CONTACT US!



projects@hopskipmedia.com