



How we
decreased CPA
by 92.37% for
instamek



How we decreased cost-per-aquisition by 92%

for a new service business operating in 3 Canadian cities



The Challenge

instaMek is a mobile, on-demand auto repair service that sends certified auto mechanics to your home or workplace. They operate in 3 major Canadian cities. **instaMek's #1 goal was to reduce their CPA (cost per aquisition).**

Bringing a relatively new service to the market, instaMek knew that their current service provider could be doing more. They wanted to see a decrease in their CPA, but also an increase in conversions to grow their already expanding business. They knew that working with the right PPC agency would help them achieve those goals.

Before working with us, instaMek weren't getting the results they wanted from their ad spend; they felt like they were spending more than needed with the provider they had.

The Solution:

A cross-channel audit and account overhaul.



Pay Per Click Bidding
Strategies to generate
leads & calls



Split Testing Ads &
Retiring Weakest
Performers



Restructured Keyword
Strategy To Reduce Spend
& Increase Conversions

The on-demand auto repair service initially requested Hop Skip Media conduct a thorough audit across all their advertising channels (Google Ads & Facebook Ads), which then resulted in a complete overhaul of their accounts. Upon completing the account audit, we made several changes to their paid search, display advertising & social advertising platforms.

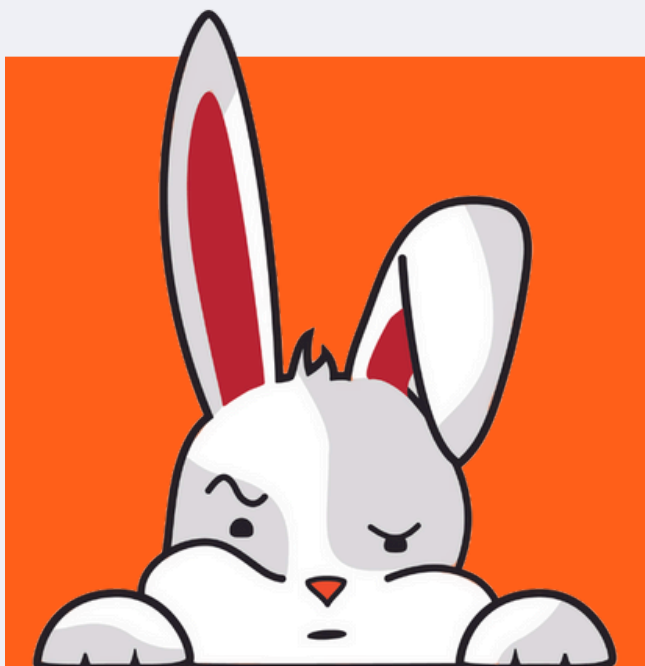


The Results

Decrease Cost Per Acquisition (CPA) by 92.37%

Not only did Hop Skip Media decrease instaMek's CPA by 92.37%, but we also increased conversions by 179.62% and implemented a cross-channel ad strategy.

"[Hop Skip Media are] highly skilled digital marketers who are equal parts analytical and creative. They are Google AdWords and Facebook Ads aficionados with a data-driven focus that has been tremendously useful to our digital ads strategy."



179%

increase
in conversions

92%

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!



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