



83%

**INCREASE IN
CLICK-
THROUGH RATE
HOW WE DID IT**



**KRISTI
HYSON**

The Challenge

Kristi Hyson is a mortgage broker that works with both residential and commercial clients.

1

Kristi Hyson's #1 goal was to increase the quality of her leads in Alberta, Canada.

2

In a highly competitive real estate marketing, Kristi Hyson knew that their current service provider was not providing the quality of leads she knew could be attained from Google Ads.

3

She wanted to see a more engaged user by way of a higher click-through rate (CTR), a decrease in her CPC (cost-per-click) and an increase in conversions along with the conversion rate.

Before working with us, Kristi wasn't getting the quality leads she was expecting from the provider she had.

The Results

increase the Click Through Rate (CTR) by 83.52%

Not only did Hop Skip Media decrease Kristi Hyson's click-through rate CTR by 83.52%, but we also increased the cost-per-click (CPC) by 12.11% and beat the industry conversion rate of 2.47% by 74.09%.

"Hop Skip Media understood my frustrations and was able to stay true to their word by doing their job. **I've seen a huge improvement in the quality of my leads.** With the last company I worked with, the emails weren't even coming to me directly, so she was able to fix that."

Kristi Hyson



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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