

**How we
increased click
through rates
by 83.52%**





Kristi Hyson is a mortgage broker that works with both residential and commercial clients. She operates in Alberta, Canada.

THE CHALLENGE

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

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.

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 SOLUTION

A complete overhaul of the account.

The mortgage broker came to Hop Skip Media not knowing how to improve her account, but knowing that her last provider simply was not trying. We conducted a thorough audit and consulted other PPC specialists that specialize in the Real Estate/Mortgage market to gain a deeper knowledge of the industry.

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

- Writing New Ads & Split Testing Them
- Implement Proper Conversion Tracking
- Mined the Search Terms Report To Identify Any & All Missed Opportunities
- Restructured Keyword Strategy To Reduce Spend & Increase Conversions

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."



DOES YOUR PPC CAMPAIGNS NEED SOME ATTENTION?

Contact Hop Skip Media today to have a team of PPC experts to implement a cross-channel advertising strategy!

[Contact Us!](#)