



REBEL MEDIA  
— AGENCY —

GOOGLE ADS

31K+ IMPRESSIONS CLICK-TO-CALL ADS



## **Our Client:**

This company is a leading expert in all areas of tree restoration, maintenance, conservation, removal, and cutting services in Maine, New Hampshire, and Massachusetts.

## **Goal:**

Generate high-quality phone calls for their tree cutting business.

## **Project Duration:**

1.5 Years (Ongoing)

## **Problem Statement:**

The company needed new business and quality phone calls for their skilled workforce. They had a hard time generating phone calls and leads.



## Strategy (Overview)

The client wanted to grow their brand and reputation by showcasing their work on their website. The team decided to set up a simple search campaign optimized for each keyword.


**The target audience was based on income and interests:**

<b>Target Audience</b>	<b>Interest:</b>	<b>Language:</b>	<b>Age group:</b>	<b>Income class:</b>
Custom Audience	In the market for tree cutting	English	35 - 65+	Top 41% and above

**This strategy did two things, it targeted people who showed interest in home improvement and it targeted people who were in the local area.**



# Best Performing Ad



**Professional Tree  
Care Expert**

All work is done in compliance to the Z133.1 standards for safety in arboriculture.

Close Open

- The team used search ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 15k+ views.
- After generating quality link clicks and phone calls, we did not create a similar campaign for remarketing.

## Key Metrics

Unique impressions	Calls	Conversions	CTR
31,943	157	142	2.26%

**\$ Budget:** \$2,000 Per Month

**📍 Location:** MAINE, NEW HAMPSHIRE,  
AND MASSACHUSETTS

## Solution (Campaigns Used):

**Search Ads:** Finding people who are intentionally looking for the client's services.

**Click-to-Call Ads:** Generating call only ads for all business types

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

We were able to generate new leads for each storage facility in their respective locations.