

Cool Returns:

# Yelp Ads Elevate San Diego HVAC Company

## About the Client

Meet our client, a local HVAC company based in San Diego. Their reputation? Top-tier. Their service? Uncompromisingly high quality. Whether it's residential homes or commercial buildings, they deliver reliable HVAC solutions to every corner of their community.

## Challenge

Our client's objective was clear: Boost appointments through their online portals. But they wanted more than just quantity. They sought efficiency and effectiveness, aiming for a substantial return on investment. The challenge? Identifying the right tools and approach to fulfill these goals.

## Solution

Enter Yelp Ads, our client's chosen game changer. The strategy was meticulously tailored, following a three-step approach:

### Understanding the Target Audience

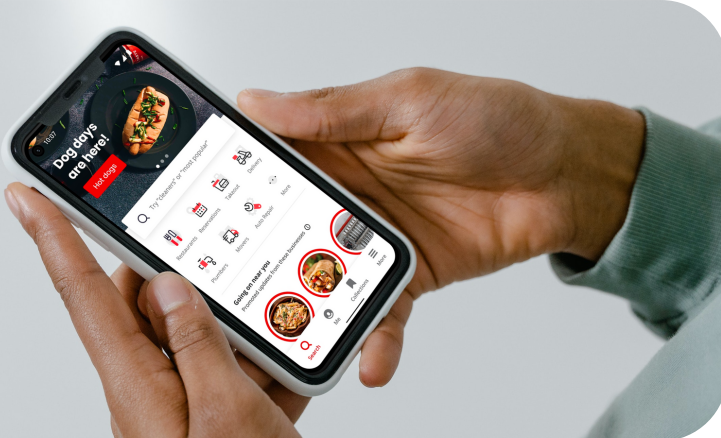
We began by identifying the needs of potential customers in San Diego. This involved fine-tuning Yelp Ads to strike a chord with those most likely to require HVAC services.

### Creating & Implementing Engaging Ads

Armed with a deep understanding of the local audience, we created personalized, compelling ads. Yelp's robust ad platform allowed these specifically designed ads to reach potential customers at the most opportune moments.

### Measuring Success with Pixel Tracking

Success is in the details. That's why we implemented pixel tracking. Every interaction, every conversion, tracked and analyzed. This allowed for real-time refinements and continuous optimization of the campaign, driving towards the best possible ROI.



## Results

They speak for themselves:

### Cost Per Appointment

A lean \$160, demonstrating Yelp Ads' ability to zero in on the right audience.

### Return on Investment

An impressive 2:1 ROI. Yelp Ads didn't just meet the investment expectations – they doubled them.

These results highlight the tangible success achieved by the San Diego HVAC company. By leveraging Yelp Ads, they increased appointments and crafted a strategy that was in sync with their business objectives and community.

**\$160**

Cost per appointment

**2X**

Return on Investment

Yelp Ads gave our client the boost they needed.

Their success stands as a testament to the power of strategic advertising and serves as an example of what Yelp Ads can do for businesses that are ready to connect with their local market effectively.

