



# Red Rock Windows and Doors

HOW A BROAD KEYWORD CAMPAIGN LOWERED COST PER LEAD 75%

## What challenges was Red Rock Windows and Doors looking to solve?

Red Rock Windows and Doors relies heavily on its most profitable lead, multi-window replacements. The client has battled a high Cost per Lead across all window campaigns due to a competitive market resulting in a very high cost per click, making it hard to convert high enough to balance out the high cost for traffic.

Pain Points	ParaCore Solution	Results
 <ul style="list-style-type: none"><li>• An all-time high Cost per Lead across all window campaigns</li><li>• A high average cost per click due to a competitive marketplace for window leads</li><li>• A Conversion Rate that couldn't support the high cost of traffic</li></ul>	 <ul style="list-style-type: none"><li>• We expanded our top 3 converting window keywords into a broad match campaign where we could limit our budget knowing the search terms would be more broadly matched</li><li>• We ran this new separate campaign on a max clicks bid strategy in order to lower our cost per click.</li></ul>	 <ul style="list-style-type: none"><li>• After launching this new campaign, we immediately saw improvement in our Cost per Lead for Windows specifically, considered as the client's most valuable lead type.<ul style="list-style-type: none"><li>◦ A Conversion Rate 4 times what it was previously</li><li>◦ An 87% increase in Cost per Lead</li><li>◦ A 70% drop in Cost per Click</li></ul></li></ul>