



UK-based window company goes from 4 leads per month to 30



William Richards Sash Windows is a sash window installation and restoration company based in the UK. They have over 40 years experience providing a top-quality service to homeowners in the UK

Telford, UK • www.williamrichardssashwindows.co.uk



The challenge

WRSW were generating 4 leads per month from their Pay Per Click activity. They could see the potential for growth but were hesitant to move from their existing agency. The challenge was to show them something they hadn't seen from the channel before and to get them to pay significantly more than they were previously paying in management fees

The approach

The objective was extremely clear from the outset. Drive a consistent level of high-quality leads in a specific geographical area. We agreed that the main website wasn't ideal to drive traffic to as it wasn't conversion focused. This led us to pillar 1 of our methodology which is to create a high-converting landing page using Unbounce

A new Google Ads account was setup for a fresh start. As WRSW get most of their enquiries via phone, we setup call tracking via Call Rail. We also tested PPC Protect to see what level of click fraud there is in the industry

The above gave us a 360-degree view of performance

The results

WRSW grew their leads from 4 per month to 30, averaging 1 lead a day. The cost per acquisition improved from £50 to £15 and the potential for growth is huge

'We felt a bit stuck with our online marketing before we found Aquire. They gave us the confidence to invest more in PPC and we saw an instant return. We hope to expand our operations in the next 12 months and PPC will lead the way in this rollout'

—Robin Partridge, Sales Director, William Richards Sash Windows

153%

Increase in leads

1

Month to see improved results

Aquire