



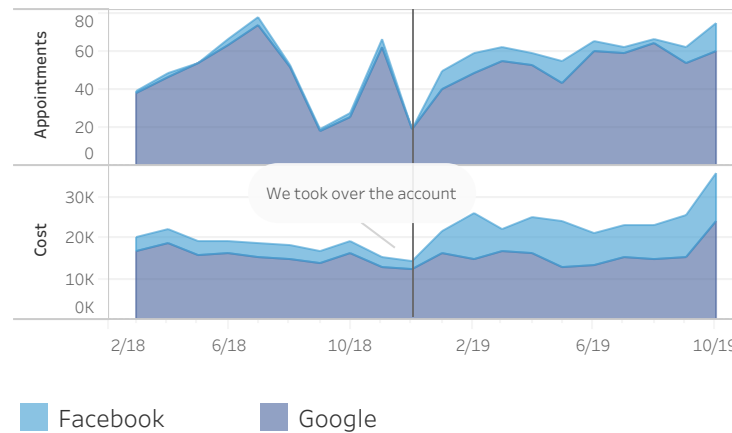
About the account: Molyneaux is a 4th generation family-owned flooring business in Pittsburgh. It has 8 locations in Pittsburgh, and besides in-shop sales, their business model heavily relies on in-home appointments that are booked either by a booking tool on their website.

Goal #1: Leads - increase of appointment bookings
Goal #2: Engagement - website engagement

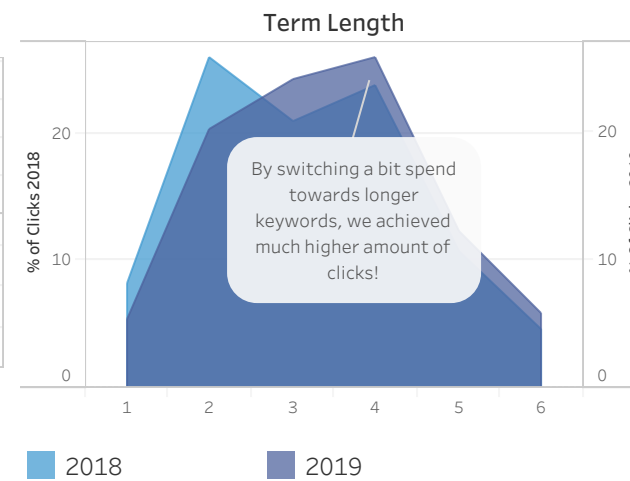
“Since we hired algofy less than a year ago, we have doubled our sessions and engagement, and lowered our conversion costs. We track both performance and engagement metrics, and algofy has delivered on both.”
Pat, Molyneaux CEO

1. While Molyneaux had not invested much on Facebook ads previously, Google had room to optimize for improvement. With majority of ad spend on Google, we were able to increase paid leads by 28%, while only seeing a 15% increase in CPL.

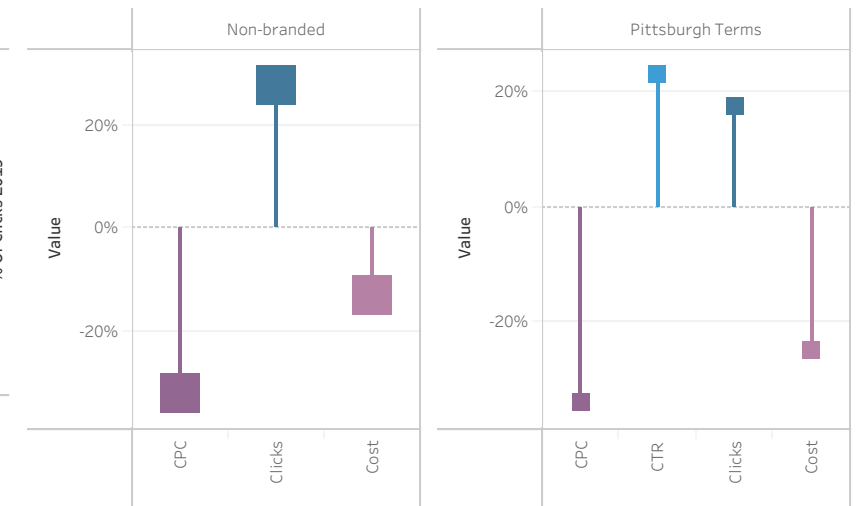
Paid Performance



2. We moved away from generic keywords by targeting more specific searches and longer-tailed keywords -- Increasing term length to 3-6 words.

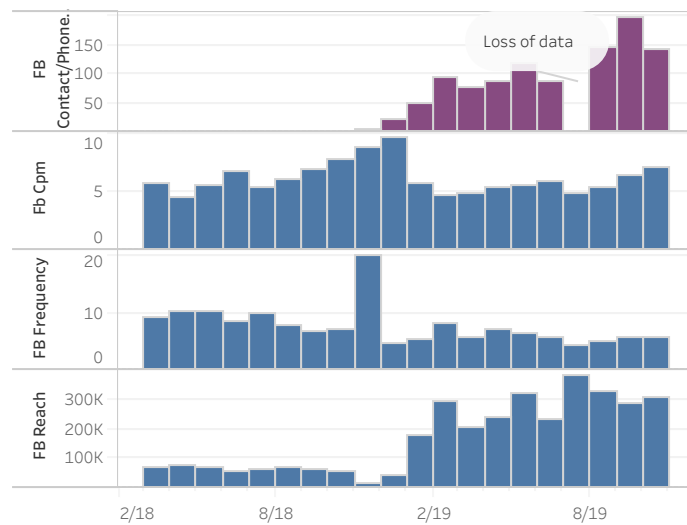


3. Performance of Pittsburgh terms is crucial for a local business. After we took over the account clicks increased by 18% with CTR increasing by 24%, and CPC decreased by 36% and cost by 9%. We saw this effect mirrored across non-branded traffic.



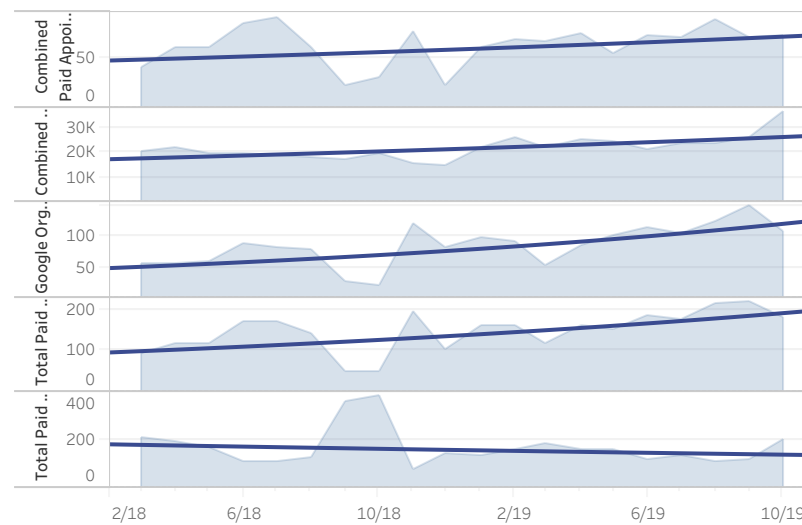
4. Before taking over, ads were only reaching 30-70k people in the Pittsburgh area. By improving the targeting of our audiences, we immediately increased that to 180k, while reaching a peak of 380k. This allowed us to cut CPM nearly in half immediately. We were also able to increase phone calls significantly.

Facebook Enters

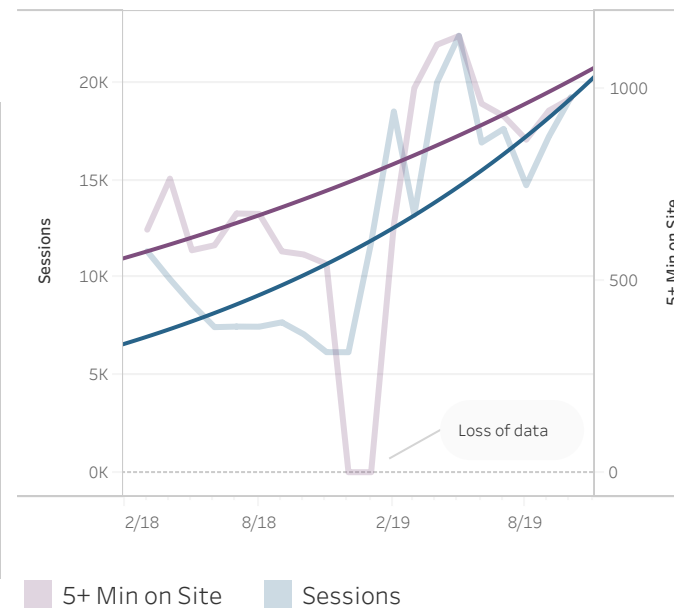


5. We ran regression and correlation analysis to determine where greater investment would lead to the highest increases in Organic CTR and Leads. As a result we saw Organic Leads increase by 56%. We saw total leads (organic +paid) increase by 44%, while Total CPL decreased by 22%.

Organic Lift

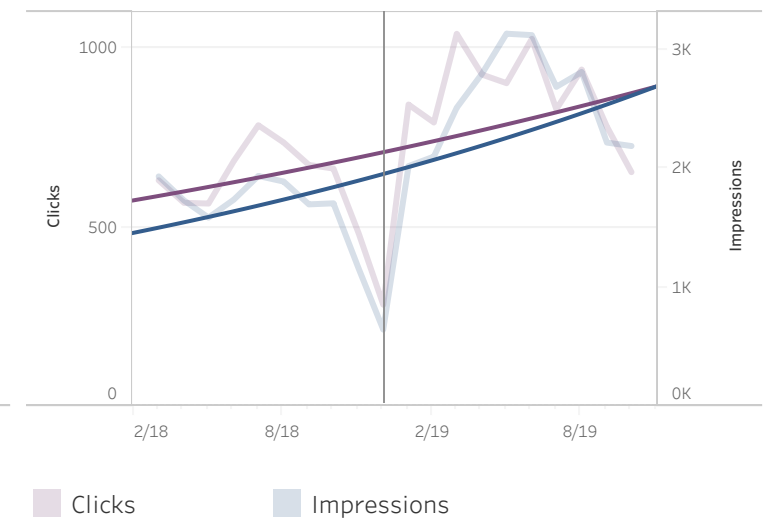


6. With a more targeted approach on keyword specificity and locality, the amount of website guests were more engaged -- visitors spending more than 5 minutes there nearly doubled.



7. By boosting traffic volume and engagement we increased the popularity and brand recognition. As a result, this led to a nearly 75% rise in clicks and impressions for branded keywords. This will have a long term impact for the brand.

Brand Lift



algofy is made up of people who have one thing in common ... a shared goal to show our clients that they are more than just clients. We seek to build real and lasting business relationships. Our success depends on you seeing us as a true partner in the growth of your business, and we go above and beyond to prove that point.

Let's get in touch!

Interested in a FREE account audit?

We will perform a thorough review of your account and point out specific PPC opportunities that will help take your sales to the next level.

Bret, CEO @ algofy
+1 323.561.4581
bret@algofy.io