

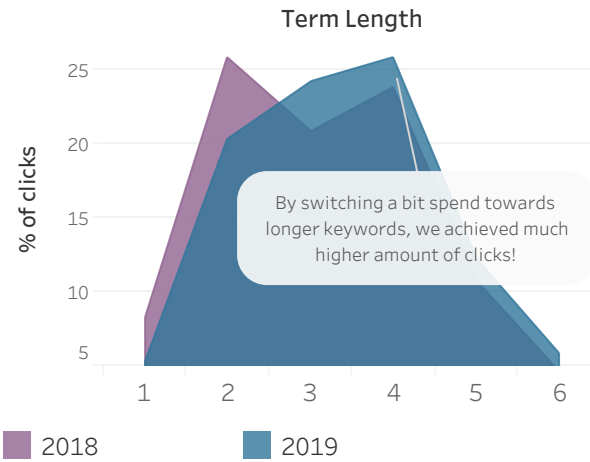


**About the account:** Molyneaux is a 4th generation family-owned flooring business in Pittsburgh. It has 8 locations in Pittsburgh, and besides in-shop sales, their business model heavily relies on in-home appointments that are booked either by a booking tool on their website.

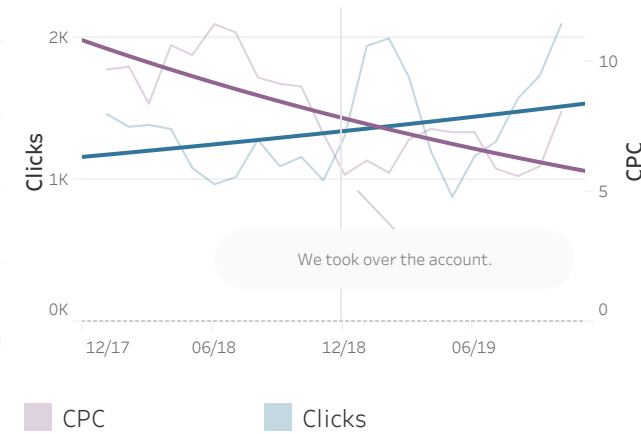
Goal #1: Leads - increase of appointment bookings  
Goal #2: Engagement - website engagement

**"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*

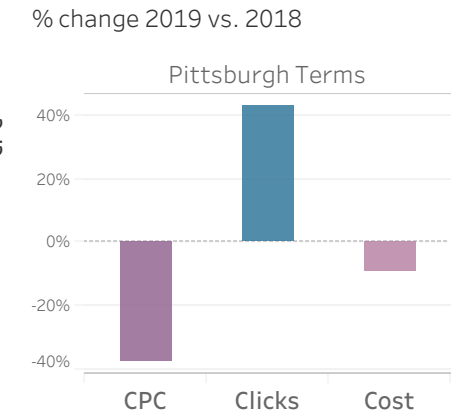
1. We moved away from **generic keywords** by targeting more specific searches and longer-tailed keywords -- **Increasing term length to 3-6 words.**



2. Longer keywords had lower CPCs, leading to a boost in clicks. After we took over the account in December 2018 we **doubled amount of clicks** for non-branded campaigns and **cut CPC in half.**

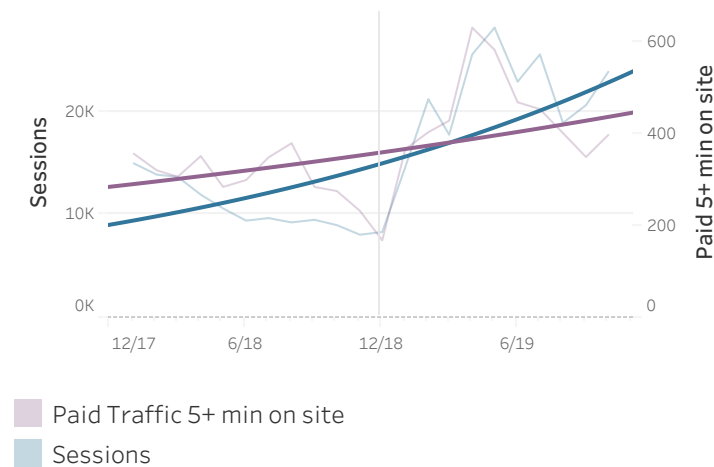


3. Performance of Pittsburgh terms is crucial for a local business. After we took over the account **clicks increased by 43%**, and **CPC decreased by 37%** and **cost by 9%.**



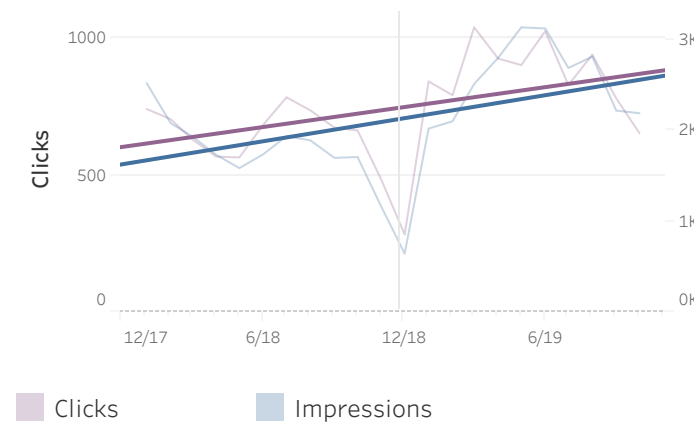
4. With a more targeted approach on keyword specificity and locality, the amount of website guests were more engaged -- **visitors spending more than 5 minutes there nearly doubled.**

Engagement statistics



5. 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.

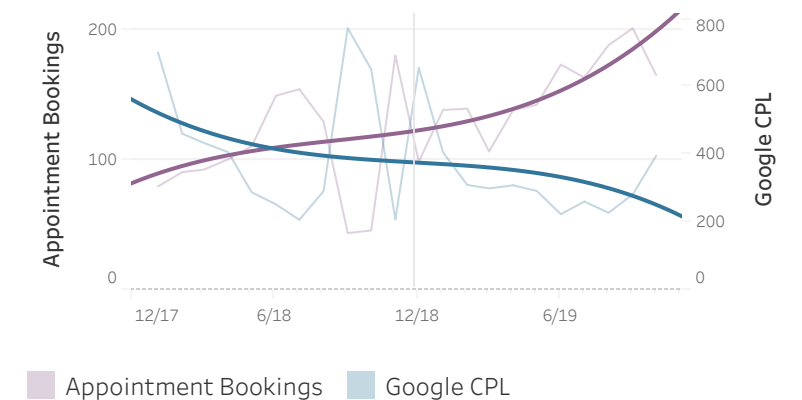
Clicks & Impressions for Branded Terms



6. Overall we nearly doubled amount of online appointments: **from 115/month in 2018 to 200/month in 2019.** And the trend line is growing.

We also **cut CPL in half.**

Total: Leads & CPL



**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