



Nano Digital
Battle-Tested Campaign Buildouts



GTA Contractor Google Ads Case Study



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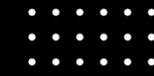
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Main Issues Before Nano

**NOT ENOUGH NEW
ONLINE LEADS**

**RUNNING GOOGLE
ADS ON AUTOPILOT**

**WASTING AD SPEND ON
IRRELEVANT SEARCHES**

**WEBSITE NOT OPTIMIZED
FOR LEAD GENERATION**



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3 Months **Before** Nano:

5 Leads

\$123 /Lead

770 Clicks

0.64% click through rate (very low)

0.65% conversion rate (very low)

3 Months **With** Nano:

25 Leads (5x the number of leads)

\$62.53 /Lead

869 clicks

3.28% click through rate (way up)

2.88% conversion rate (way up)

This Nano Client is a **GTA Carpenter** focused on **Finish & Trim Carpentry**. See the big difference in relevant clicks from the **Old Campaigns** vs **Nano Campaigns** below. Night and Day!

3 Months **Before** Nano:

Search term	Clicks	Impr.	CTR	Avg. CPC	↓ Cost
Total: Search terms ⓘ	67	1,372	4.88%	CA\$3.82	CA\$255.75
jacuzzi bath remodel	8	66	12.12%	CA\$3.88	CA\$31.07
renovation work near me	2	1	200.00%	CA\$5.29	CA\$10.58
renovating a house on a budget	2	1	200.00%	CA\$4.23	CA\$8.46
renovation kitchen cabinets	1	5	20.00%	CA\$6.42	CA\$6.42
bathroom contractors	2	1	200.00%	CA\$3.09	CA\$6.18
home improvement stores toronto	2	10	20.00%	CA\$3.05	CA\$6.10
home improvements	1	6	16.67%	CA\$5.98	CA\$5.98
can you renovate a townhouse	1	2	50.00%	CA\$5.78	CA\$5.78
bangla house improvements	2	140	1.43%	CA\$2.80	CA\$5.59
jason roy home renovations	1	2	50.00%	CA\$5.29	CA\$5.29
rapid renovations	1	1	100.00%	CA\$5.06	CA\$5.06

3 Months **After** Nano:

Search term	Clicks	Impr.	CTR	Avg. CPC	↓ Cost
Total: Filtered search terms	158	1,951	8.10%	CA\$5.85	CA\$923.72
wainscoting wall	22	195	11.28%	CA\$6.64	CA\$146.10
trim carpentry	13	71	18.31%	CA\$6.42	CA\$83.42
trim carpenter	7	53	13.21%	CA\$6.83	CA\$47.83
accent wall	11	219	5.02%	CA\$3.72	CA\$40.88
crown moulding toronto	6	58	10.34%	CA\$6.72	CA\$40.30
custom carpentry	5	20	25.00%	CA\$6.38	CA\$31.88
accent walls	9	79	11.39%	CA\$3.40	CA\$30.58
finish carpentry	5	125	4.00%	CA\$5.28	CA\$26.42
handyman carpenters near me	2	1	200.00%	CA\$10.94	CA\$21.88
finish carpenter	3	70	4.29%	CA\$6.96	CA\$20.88
wainscoting accent wall	3	13	23.08%	CA\$6.89	CA\$20.66
bespoke carpentry	4	9	44.44%	CA\$4.90	CA\$19.61



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Google **Search** Ad Samples

Sponsored



GTA Custom Carpentry - Turn Your Vision Into Reality

[Redacted] is Toronto and the GTA's premier finish and trim carpentry contractor. We specialize in personalized renovations that perfectly reflect your life & style.



Luxurious Finish & Trim Carpentry - Fully Licensed & Insured

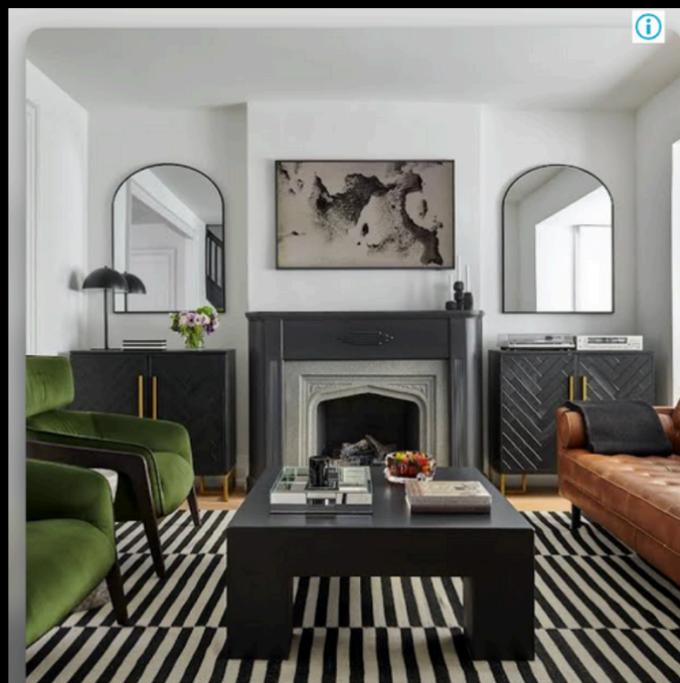
We blend finish carpentry expertise & high-end craftsmanship to bring your vision to life. Our expert team ensures that every detail of your project is executed to perfection.



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Google Display/Remarketing Ad Samples



Finish Carpentry

We blend carpentry expertise and high-end craftsmanship to bring your vision to life.

Close

Contact us



High End Finish Carpentry



nt is Toronto's premier custom carpentry contractor. Get a complimentary consultation



Luxury Custom Carpentry

We blend carpentry expertise and high-end craftsmanship to bring your vision to life.

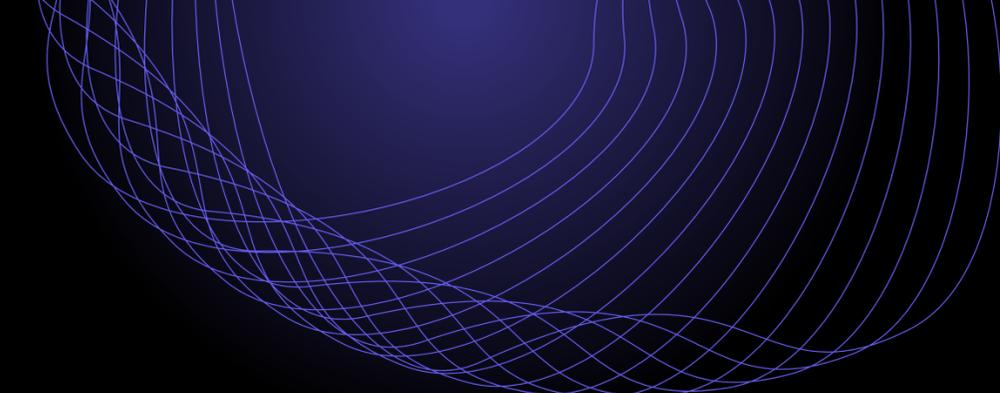
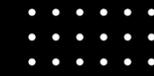
Close



Contact Us



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Long Term Advantages

**5X MORE RELEVANT
CARPENTRY LEADS**

**INCREASE IN JOBS &
REVENUE FROM ADS**

**INCREASED LARGE SIZE
PROJECT BOOKINGS**

**WEBSITE NOW BRINGING IN
MORE ORGANIC LEADS ALSO**