Nano Digital

Battle-Tested Campaign Buildouts

Google Partner

Moncton Contractor

Google Ads + Meta Ads Case Study

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Main Issues Before Nano

NOT ENOUGH NEW ONLINE LEADS

NO GUIDANCE ON WHERE TO INVEST ONLINE. SEO OR ADS.

NO COMPREHENSIVE STRATEGY BETWEEN GOOGLE ADS & META ADS

NO CONSISTENCY FOR LEADS COMING IN MONTHLY

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3 Years of Consistent Results Since Joining Nano

2021: No Google or Meta Ads Running	Only Small # Of Organic/Refferal Leads
2022: Started With Nano In April	180 leads (15 leads/month), $43/lead
2023: Meta Ads started w/ Google	237 leads (19 leads/month), $41/lead
2024: Scaling Up Budgets (+ROI!)	399 leads (33 leads/month), $34/lead
2025: 3 Years of Success	383 leads (32 leads/month), $36/lead

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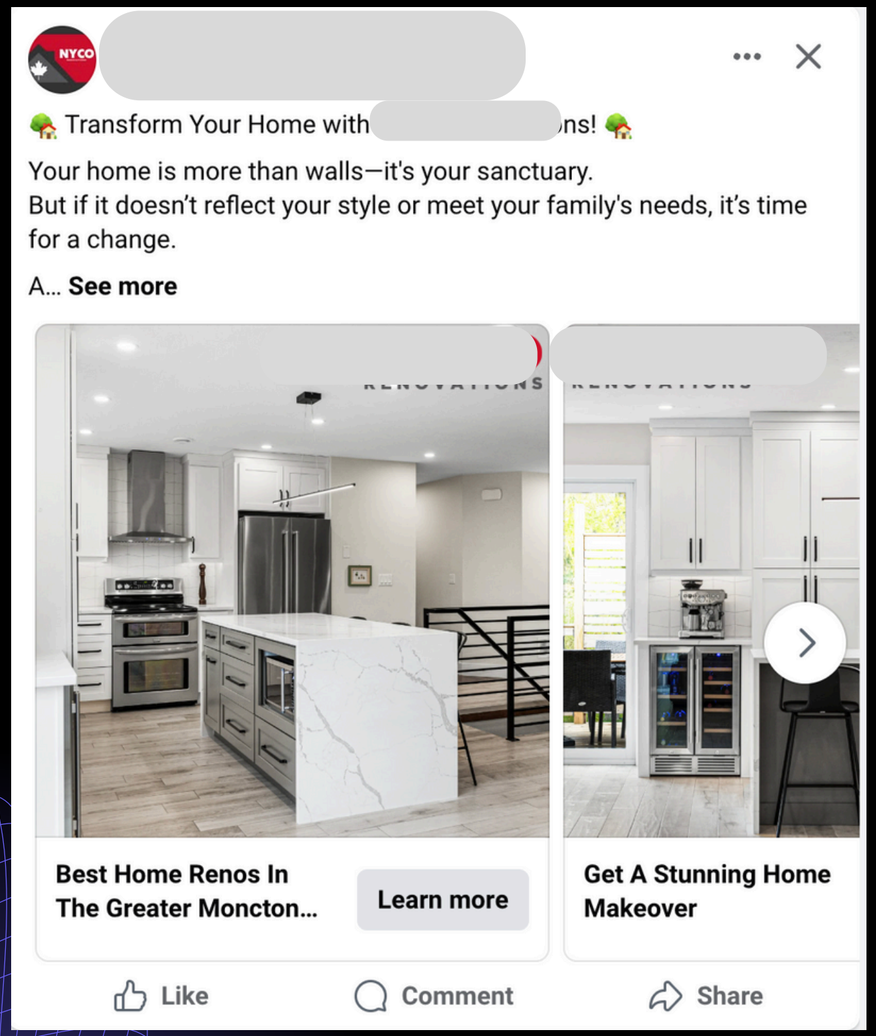
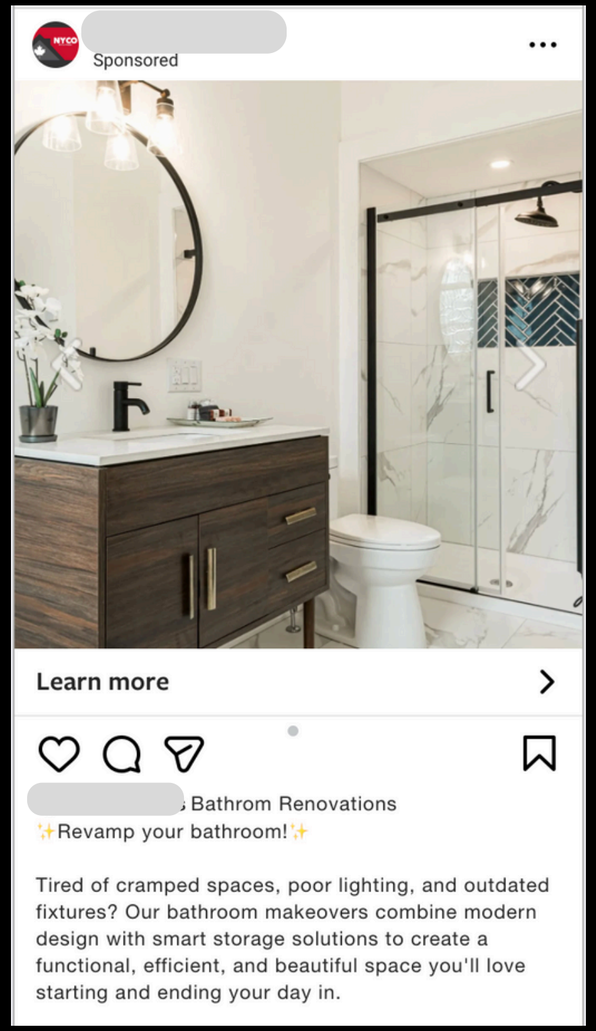
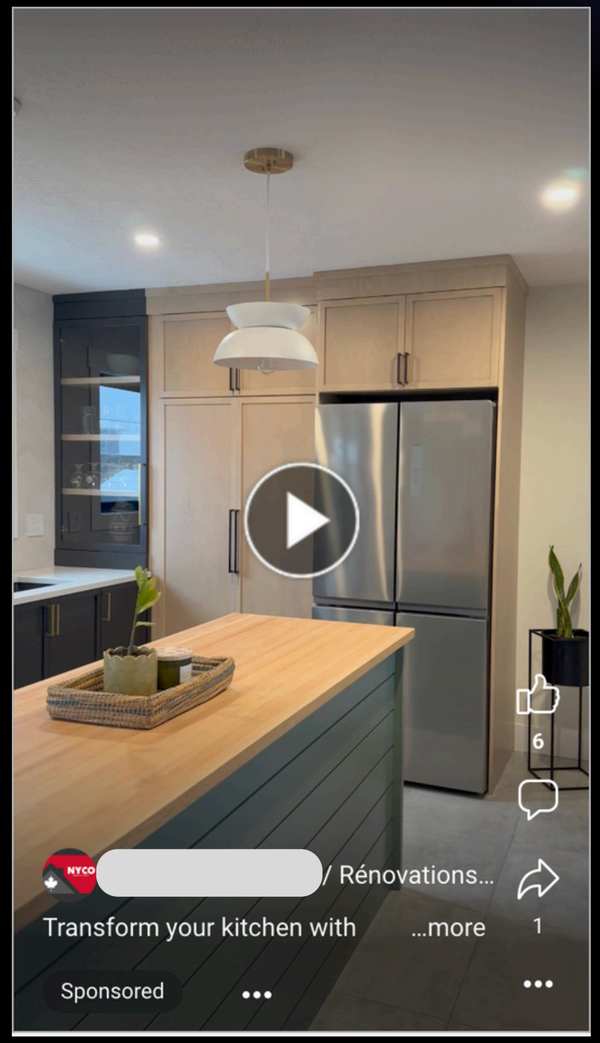
Beautifully Designed Meta Ads







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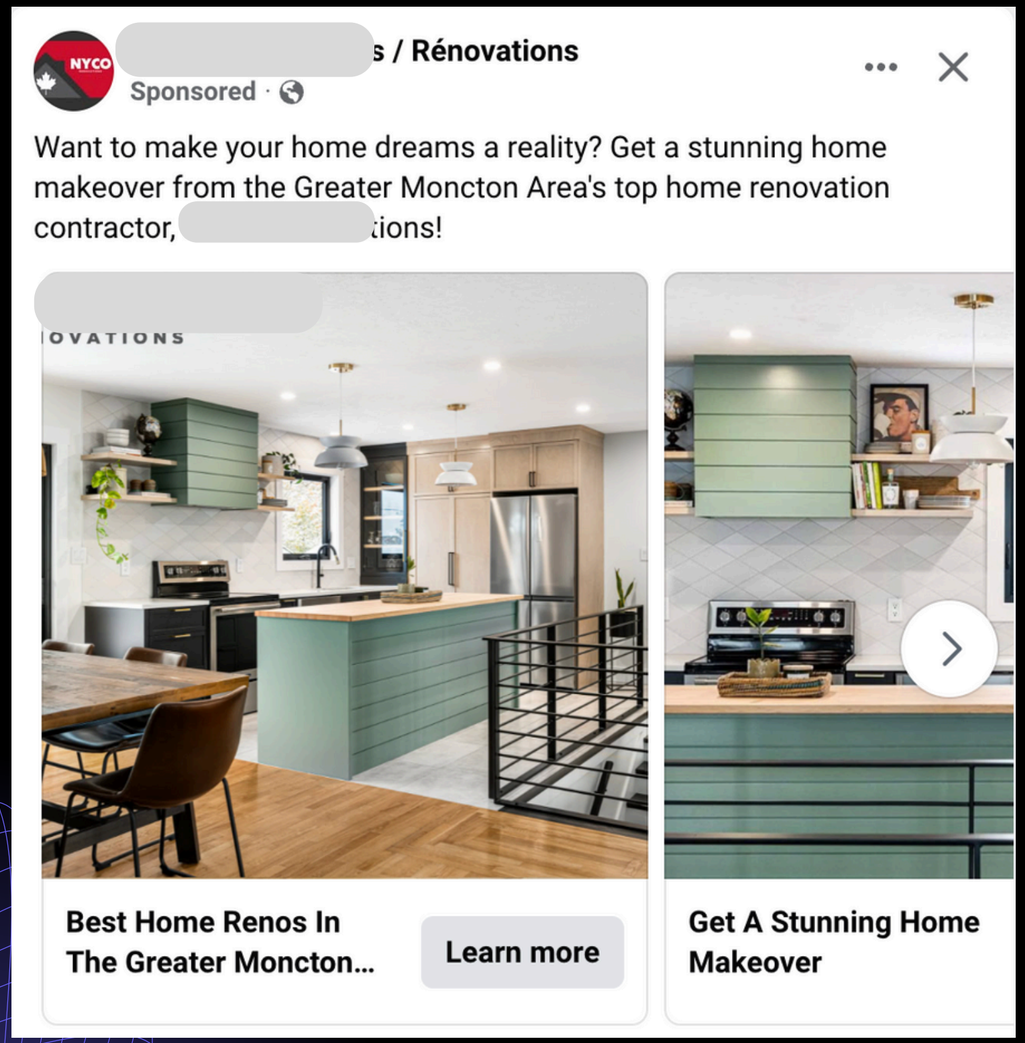
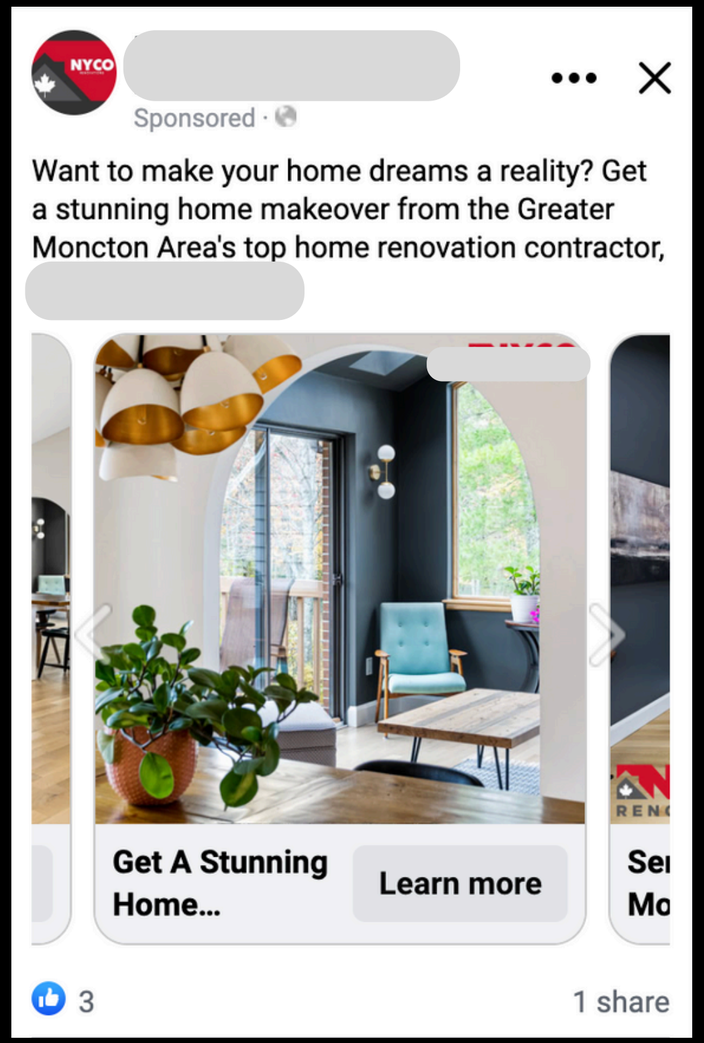
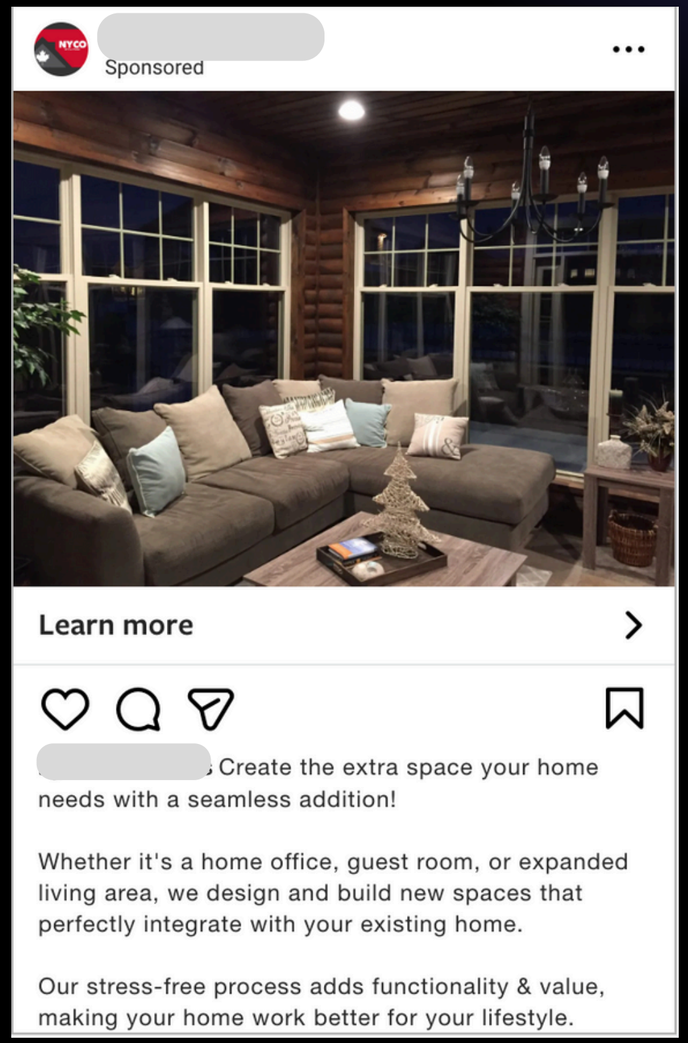
Beautifully Designed Meta Ads







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Data Driven Google Ads

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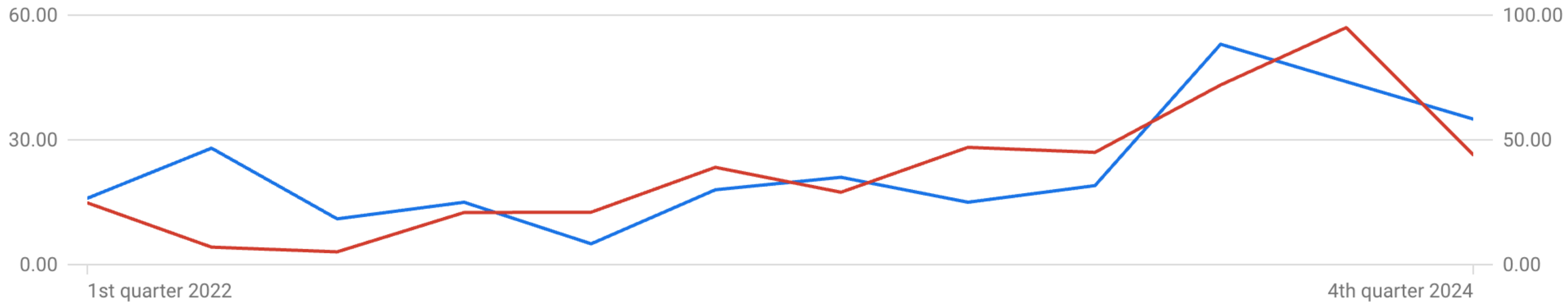
Consistent Leads Is Key (2022-2024)

Phone call leads	Submit lead forms	Avg. CPC	Cost
279.95	449.77	$1.77	$30.6K



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Long Term Advantages

4-6X MORE RELEVANT RENOVATION LEADS

INCREASE IN JOBS & REVENUE FROM ADS

GOOGLE ADS & META ADS WORKING TOGETHER

CONSISTENT LEAD NUMBERS EVERY MONTH