



SEARCHLIGHT

CASE STUDY

How Searchlight Helped CM Heating™ Generate 14.4x Return on Ad Spend from New Customers With Google Ads

From March through July 2021, Searchlight generated \$679,148 in revenue from new customers primarily influenced by Google Ads for CM Heating™, located in Washington state.

Why Proper Measurement Matters

CM Heating™ started with a \$3,000 media spend budget for Google Ads, and after seeing the return on investment it brought in with accurate revenue attribution, they increased their budget to \$9,500 per month.

On average, their CRM underreported return on ad spend from digital marketing channels by 191%, which initially caused hesitation for further investment in Google Ads.

Searchlight leveraged its proprietary tracking pixel and CRM data matching technology to identify new customers primarily influenced by Google Ads and present a more accurate story.

Accurate and Holistic Data Was The Difference Maker

Many home service CRMs are unable to properly track the digital path to revenue.

For example, in May and June form leads accounted for 59% of their total monthly revenue from ad spend. This revenue was misattributed to broad categories like "Internet" and "Website" when in fact it came directly from Google Ads.

Because of Searchlight's technology, CM Heating™ increased their marketing investment in Google Ads to produce a return on ad spend that aligned with their business goals and growth expectations.

searchlightadvertising.com

KEY STATS 5 Month Period



\$47,044 Total Spend

ON GOOGLE ADS



\$679,148 Direct Revenue

FROM NEW CUSTOMERS



14.4x Return on Ad Spend



\$439 Average Cost

PER COMPLETED JOB



\$7,630 Average Sold Ticket

CM Heating™ is among the very top-rated HVAC contractors in Washington State. Recent awards include ABA Small Business of the Year (nationally), Inc. 5000 list of America's Fastest-Growing Companies (nationally), and Top Ductless Performance (5-state area; 6 years in a row; top 1% nationally in 2017).