



SEARCHLIGHT

CASE STUDY

How Searchlight Helped R-Mech Heating Cooling and Plumbing Generate \$800,000 in New Revenue During 2020

Through revenue and conversion measurement, Searchlight helped this team optimize their digital presence to grow their business during an uncertain time.

searchlightadvertising.com

I hired Searchlight in April of last year at the peak of Covid-19. I was nervous and decided to spend more on advertising to help us out of uncertain times. Well, we made \$800k more during 2020, while battling Covid-19!

In 2020 this was the only major change that I did. I used Searchlight to handle Google, Bing, and Facebook paid ads.

— Brad C | General Manager
R-mech Heating Cooling & Plumbing

How we did it

- We discussed goals, capacity, market dynamics and opportunities before crafting a digital strategy.
- We optimized the account thousands of times with our Artificial Intelligence.
- We measured revenue and open opportunity with our CRM integration to shift budgets into profitable and in-demand services.
- We paid attention to their entire digital presence and we answered the phone when they called.

Results



\$265,482 In Total Opportunities

OVER A 12-MONTH PERIOD



\$62,696 Direct Revenue

FROM SOLD & CLOSED JOBS IN FIRST 60 DAYS OF 2021



7x Return on Ad Spend

FROM NEW CUSTOMERS & SERVICES IN FIRST 60 DAYS OF 2021

Searchlight partners with contractors like you to manage digital operations to grow your business. We've generated over \$1,000,000 in business for our clients in the last 12 months.

Want free access to your revenue performance data from digital and advice on how to get results like this?

E-mail strategy@searchlightadvertising.com or call us at 866-710-4661