

# Arrow Roofing

https://arrowroofingaz.com/

## Metrics + Educated Decisions + O4S Talent = Results





Hundreds of Top 3 Rankings

## **About the Business**

Arrow Roofing is a premier roofing company specializing in residential and commercial roofing services. We are dedicated to providing first-class workmanship. Whether you have a repair or need to replace an old or damaged roof, Arrow Roofing will strive to meet your requirements of even the most complex and complicated roofing project. Combining years of experience with a dedication to client satisfaction, we are the roofers you can trust!

#### Issues

When Arrow Roofing came to O4S they wanted to expand their presense in AZ. They were missing out on a lot of business by not being on the first page of Google.



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#### Created a Google Ads Account

### Solutions

									- Click	.s 👻 — Co	onversio
Started working with 04S	Conversions										
	Clicks										
Budget	Status	Optimization score	Impr.	Clicks	CTR	$\downarrow$ Cost	Avg. CPC	Conversions	All conv.	Cost / conv.	Con
\$66.00/day 📈	Eligible	84%	30,219	1,439	4.76%	\$7,545.32	\$5.24	545.00	554.00	\$13.84	3
			-	-	-	_	_	108.00	117.00	-	
			-	-	-	-	-	423.00	423.00	-	
			-	-	-	-	-	14.00	14.00	-	
\$22.28/day 📈	Eligible	82.9%	1,111	58	5.22%	\$422.62	\$7.29	4.00	4.00	\$105.66	
			-	-	-	_	_	4.00	4.00	-	
\$11.05/day 🔀	Eligible	98.8%	117	16	13.68%	\$28.68	\$1.79	9.00	9.00	\$3.19	5
			-	-	-	-	-	9.00	9.00	-	
		-	31,447	1,513	4.81%	\$7,996.62	\$5.29	558.00	567.00	\$14.33	3
\$99.33/day		_	31,447	1,513	4.81%	\$7,996.62	\$5.29	558.00	567.00	\$14.33	3



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