

# How We Delivered **150% CTR Increase** and **21% Lower CPL** for Multi-Location Pest Control Brand

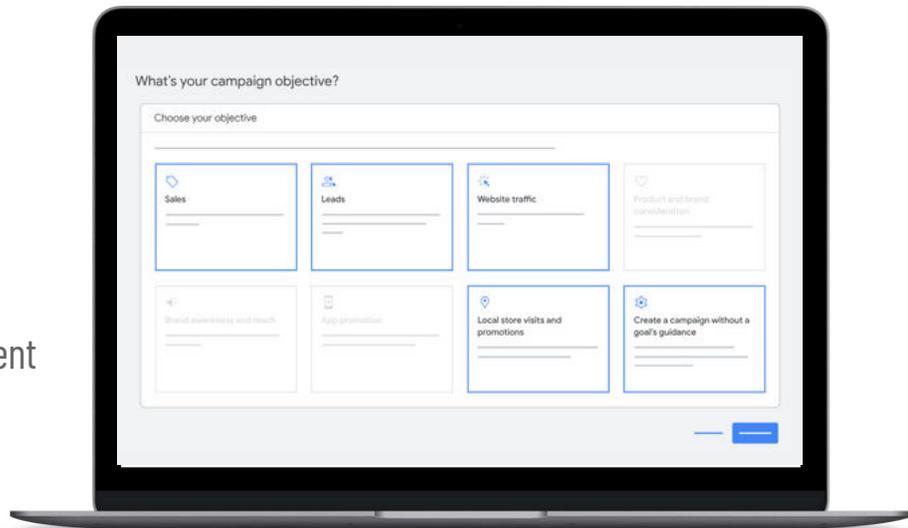
## EXECUTIVE SUMMARY

A multi-location pest control franchise partnered with Ignite Visibility to strengthen paid media performance across its franchise network while improving efficiency as seasonal demand fluctuated. The primary objectives were to demonstrate measurable year-over-year improvement at the same locations, outperform comparable locations within the same timeframe, and **improve lead volume, cost per lead, and signed clients.**

Through a **custom franchise PPC strategy** focused on full-funnel engagement, precise geo-targeting, and Performance Max-led demand capture, we delivered meaningful efficiency gains while maintaining strong coverage and lead flow across markets.

### Campaign Goals:

- Demonstrate year-over-year performance improvement for the same franchise locations
- Show measurable gains versus similar locations in the same period
- Improve leads, cost per lead (CPL), and client acquisition efficiency
- Maintain coverage and efficiency as demand waned outside of peak season



Setting up a Performance Max (PMax) Campaign

## CAMPAIGN STRATEGY & TACTICS

Ignite Visibility built a scalable franchise PPC framework designed to balance awareness, demand capture, and efficiency across multiple locations and service areas.

- **Awareness Before and During Peak Season:** Supported upper- and mid-funnel awareness while feeding demand into lower-funnel search campaigns.
- **High-Intent, Geo-Focused Search:** Captured high-intent traffic with focused lower-funnel efforts.
- **Full-Funnel Engagement Model:** PMAX and Meta supported upper- and mid-funnel engagement, while search campaigns captured lower-funnel, high-intent demand, and Local Service Ads (LSAs) secured top-of-SERP placement for high-conversion service queries
- **Conversion-Focused Creative & Assets:** Emphasized messaging around employee training, local ownership, and accessibility

## RESULTS & BUSINESS IMPACT

### SUMMARY



21% YoY decrease in cost per lead



8% reduction in cost per click



+150% increase in click through rate



Higher lead volumes with 6% lower CPL

## PLATFORMS, TOOLS & TECH STACK

We combined native Google features with external tools to push performance further:

### Ad Platform Features:

- Google Ads (Search, Performance Max, Local Service Ads)
- Meta Ads
- Simplifi
- Google Analytics
- Ignite Visibility proprietary reporting dashboards

## THIRD-PARTY & SUPPORTING TOOLS

- Call tracking and lead attribution platforms
- Geo-mapping and location coverage tools
- Audience and performance analysis tools

## RESULTS & BUSINESS IMPACT

- **21% QoQ decrease in cost per lead**, improving efficiency while sustaining lead flow during lower-demand periods.
- **8% reduction in cost per click**, allowing expanded market coverage without increased spend.
- **150% increase in click-through rate**, signaling stronger ad relevance and improved engagement.
- **PMax delivered the highest lead volume with a 6% lower CPL**, validating PMAX as a scalable non-branded growth driver.
- **Brand search achieved the lowest CPL at \$35 while LSAs remained stable at \$72**, balancing efficiency with consistent top-of-SERP lead capture.

## FINAL THOUGHTS

Ignite Visibility's franchise-focused PPC strategy helped this multi-location pest control franchise to drive efficient, scalable growth across multiple locations. By combining full-funnel paid media, precise geo-targeting, and Performance Max-led demand capture, we delivered measurable improvements in efficiency, engagement, and lead performance. If you're a franchise or multi-location business looking to improve paid media efficiency while driving consistent, high-quality leads, Ignite Visibility's PPC services can help. Contact us today to get started.