



PPC FOR PLUMBERS



FAST DECISIONS

Someone who needs a plumber typically needs one right away to address an **urgent** issue.



OFFER REQUIREMENTS

Online browsers are very price-driven so a **compelling discount** must be made. In addition **24/7 availability** is important as issues may often occur outside of normal operating hours.



WHO IS SEARCHING?

60% of people who are looking for home services use Google to find the business they end up using.



ESSENTIAL CAMPAIGNS

A well-rounded account will include campaigns targeting **general** terms, **location specific** terms, **common plumbing issues** and other optional services.



THE NUMBERS

Avg CPC: 18.7% lower than industry average
Avg Conversion Rate: 25% higher than industry average
Average CPA: 35% lower than industry average