



4 DIRECTIONS MEDIA

CASE STUDY THE PIGEON GUY

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How we helped The Pigeon Guy

<p>218%</p> <p>INCREASED IN CONVERSIONS</p> <p>From 11 to 35 in 3 months</p>	<p>73%</p> <p>DECREASED IN COST PER CONVERSION</p> <p>From \$173.19 to \$47.39</p>	<p>245%</p> <p>IMPROVEMENT IN CTR (CLICK THROUGH RATE)</p> <p>From 1.68% to 5.80%</p>
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THE PIGEON GUY

Pigeon Control Specialist for Residential & Commercial Properties



The Pigeon Guy – Pigeon Control Specialist for Residential & Commercial Properties

The Pigeon Guy specializes fully in pigeon control for domestic and commercial properties in USA. It is enormously dedicated to providing exceptional customer service with professionally trained office staff. This is 24 hours answering company which is mostly serving in Arizona, United States.

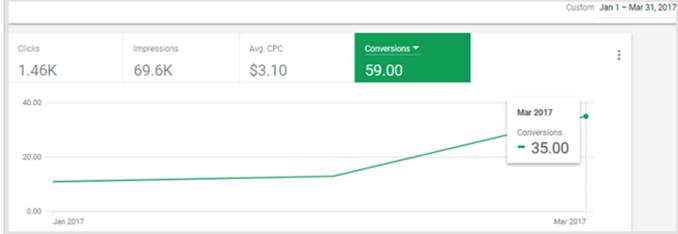
TARGET COUNTRIES: Arizona, United States

CAMPAIGN: Google Search Ads

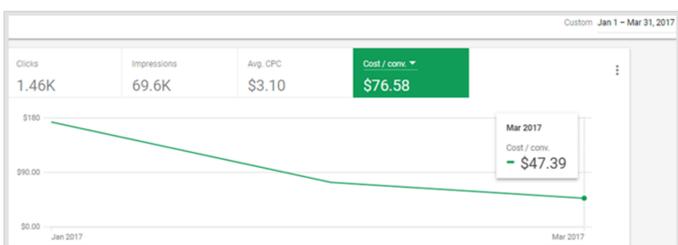
RESULTS:

The significant increase in conversions, with a much lower cost per conversion.

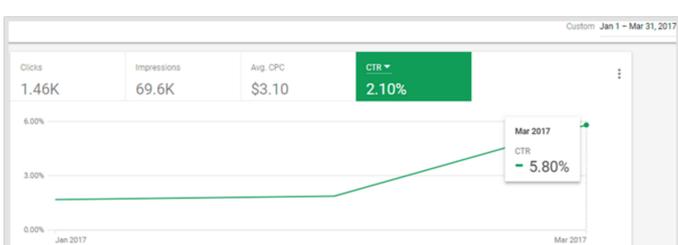
✓ **Conversions: [218% INCREASED]**
218% Increased from 11 to 35



✓ **Cost per conversions: [73% DECREASED]**
73% decreased from \$173.19 to \$47.39



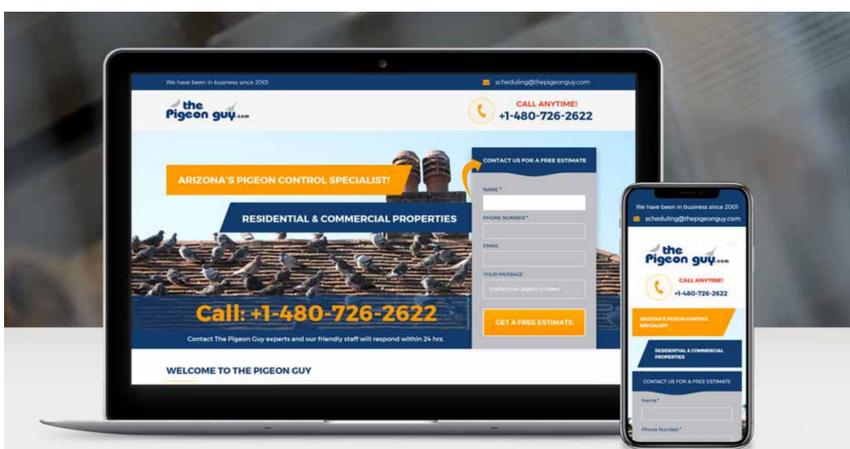
✓ **Click through rate: [245% IMPROVEMENT]**
245% improvement from 1.68% to 5.80%



As you can see there is marked difference in the conversions, cost per conversion and Click through rate in just 3 months.

The Pigeon Guy is just one example of what 4 Directions Media can do to improve a company's digital footprint. When your website is designed with the right goals in mind—accessibility, searchability, and profitability—it can make a huge difference in your ability to reach customers, build your brand, and increase revenue.

We would love to provide your company with a free website review and SEO consultation. [contact us now.](#)



CAMPAIGN GOAL:

To improve the conversions and performance of the existing Google Search Ads campaign

CHALLENGE:

The biggest challenge associated with managing this account was managing keywords and locations to save the maximum cost of the lead.

APPROACH:

- ✓ Monitor budgets and keyword bids at least every few days
- ✓ Account optimization at keyword level and added relevant search queries
- ✓ Excluded irrelevant search queries on regular basis e.g. [how to kill pigeons]
- ✓ Targeted only hyper locations

4 Directions Media is a specialized web design and development firm that is not only concerned with creating visually appealing, beautiful websites, but also making sure that they gain as much internet search traffic as possible. The most impressive website in the world won't do you much good if people can't find it.

This is where we excel. Our company's team of design experts are specialists in creativity and innovation and we pair this with in-depth industry expertise in search engine optimization SEO and web traffic generation to produce a successful online presence for any business.

Over the years we have partnered with hundreds of businesses and created effective and engaging websites that have generated leads, expanded industry influence, and increased profits. The following case study demonstrates the effectiveness of a 4DM digital marketing campaign.

If you'd like to explore more what 4 Directions Media can do to improve your company's digital marketing strategy, [contact us today.](#)

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