

# How TerraFirma Foundation Systems Increased Leads by almost 170%

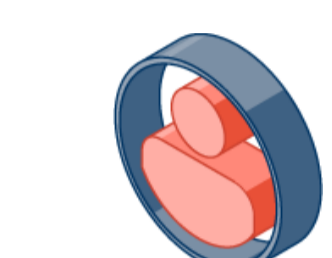
Monthly Ad Spend: \$14,000



## Background

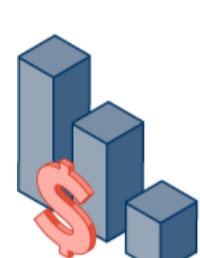
TerraFirma Foundation Systems (TFS) is a foundation repair and basement waterproofing company servicing Oregon and Washington since 2005. Specializing in structural integrity, moisture removal, concrete leveling, and earthquake retrofitting, TFS is trusted to keep buildings and homes in the Pacific Northwest safe, dry and stable. With award-winning service and industry-leading techniques, they restore residential and commercial structures from the ground up. As an organization, TFS prides themselves on providing property owners with peace of mind.

## Key Metrics



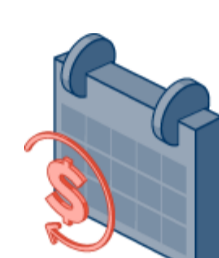
**168.42%**

Increase in Leads



**72%**

Decline in Costs Per Lead



**46%**

Conversion Rate

"Before being the Marketing Manager for TerraFirma I sold media for over 15 years and consistently lost digital business to LP. When I started at TFS, I realized the vendor we were using for our SEM was falling short. Knowing LP had a great reputation in the market we decided to take a leap of faith and switch SEM partners. After switching partners, and rebuilding our strategy from the ground up, the results have been very impressive. Our Account Manager, Matthew, has been fantastic to work with, very responsive and over time has become a key vendor for TFS. I have recommended several friends and colleagues to LP and will continue to do so."

— Geena Martin, Marketing Manager, TerraFirma Foundation Systems



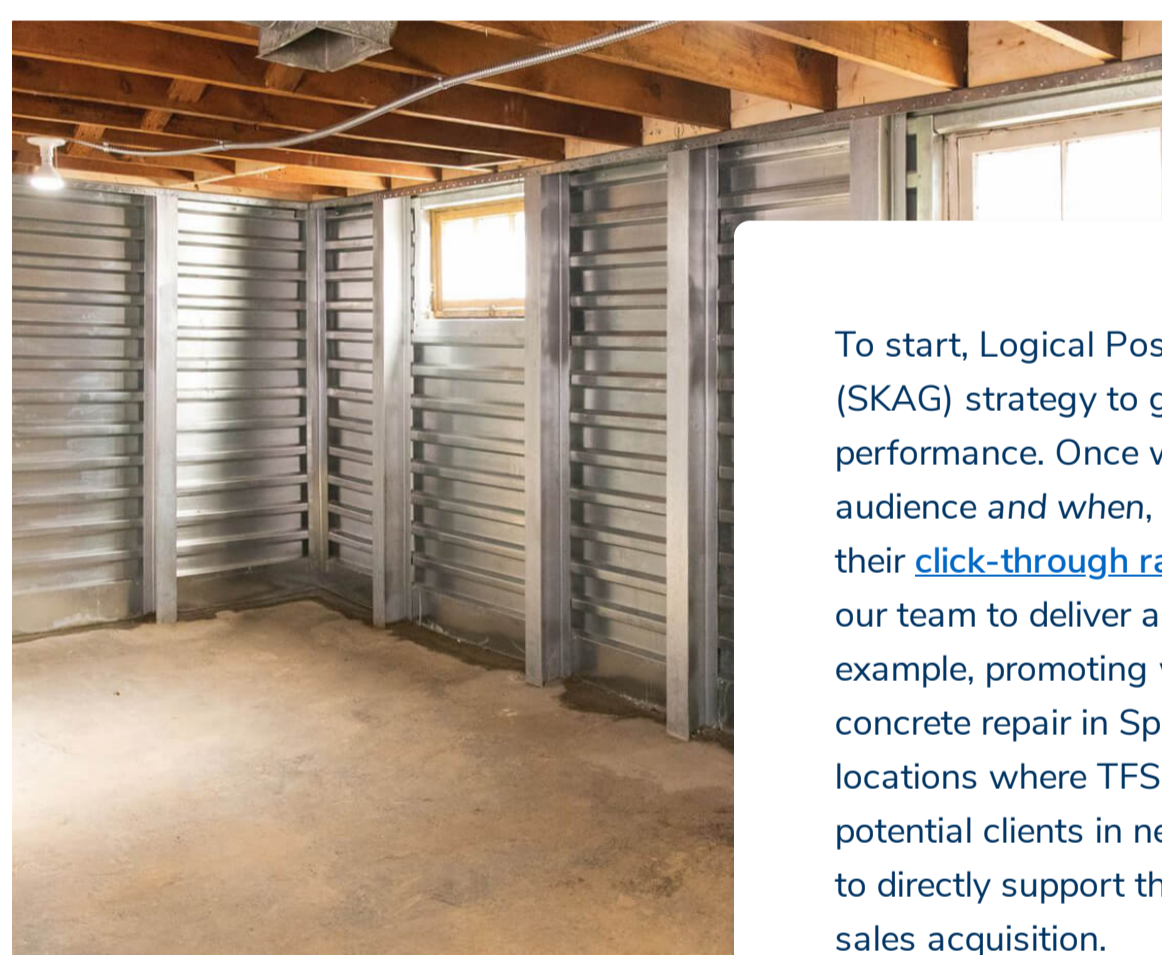
## Why Logical Position?

Before partnering with LP, TFS worked with another agency that couldn't deliver consistent results and scale fast enough to meet their growth goals. TFS knew the digital marketing landscape held untapped opportunities, and when a mutual business contact suggested LP, we had our first meeting! Our team started with an account performance review to better understand their current strategy and see where we could more efficiently optimize Google Ads for increased profitability.

## GOALS

- ☑ Cost per acquisition (CPA) under \$100
- 🎯 Expand audience reach
- 📊 Establish attribution tracking

## Our Strategy



To start, Logical Position implemented a single keyword ad group (SKAG) strategy to gain more granular insights into account performance. Once we identified which keywords worked with what audience and when, our team could improve ad relevance to increase their [click-through rate](#), and ultimately reduce costs. This also enabled our team to deliver ads to specific audiences based on seasonality. For example, promoting waterproofing during Fall and Winter versus concrete repair in Spring and Summer. We also targeted geographical locations where TFS had available sales personnel to engage with potential clients in need of their services. This allowed our ad campaigns to directly support their other outreach methods and drive increased sales acquisition.

Since TFS is a [Lead Generation business](#), sales attribution was mission critical to building a winning campaign. To provide best in class service, we deployed our [CallRail](#) integration to make sure we captured the entire journey from prospect to lead to conversion. Capturing inbound phone call attribution better informed campaigns and improved audience targeting, ad relevance, and campaign effectiveness. This was vital to completing our full funnel strategy and delivering the best outcomes for their business.



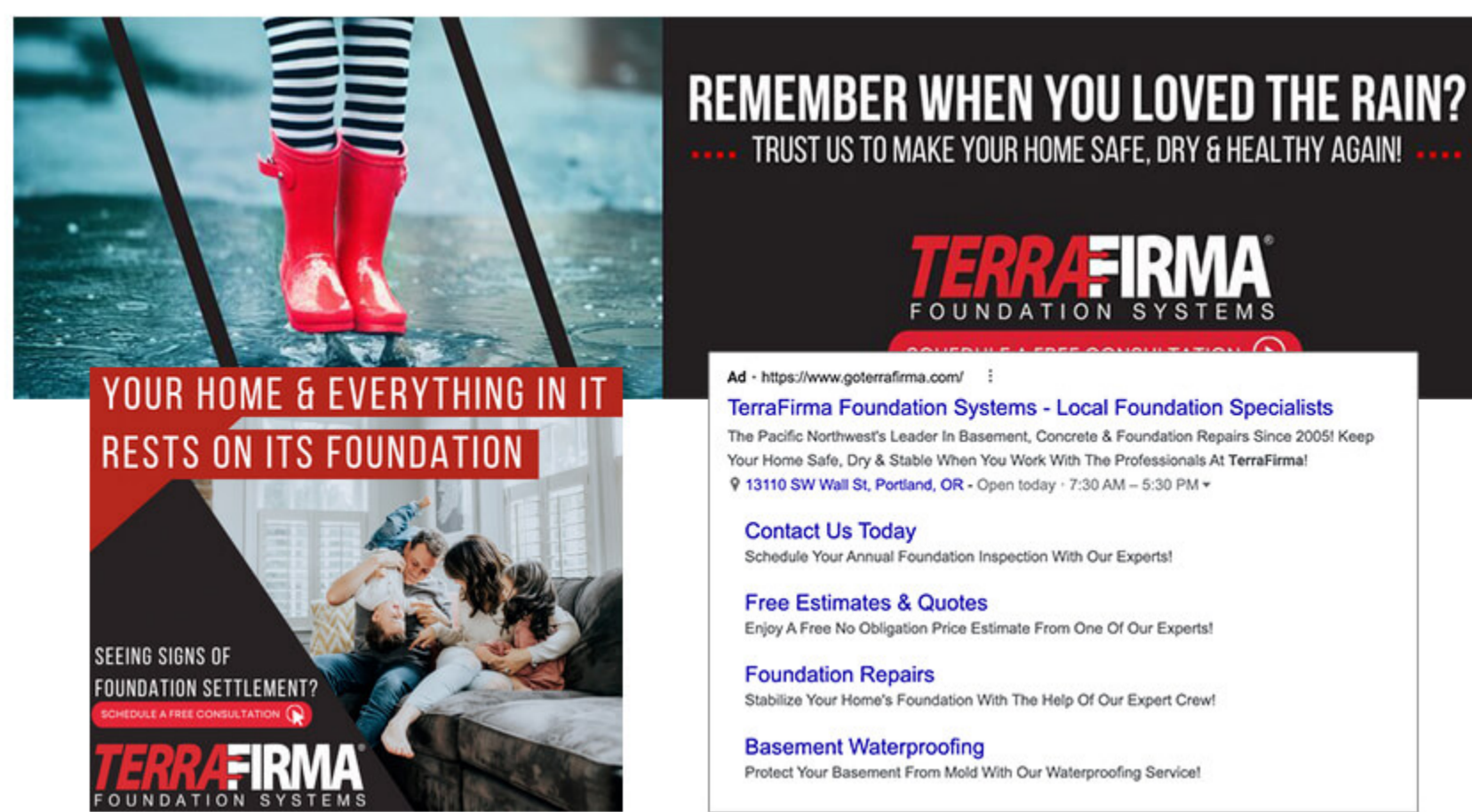
## Results

Since partnering with LP, TFS has exceeded all KPIs and revenue goals. In year-over-year comparisons between October 2021 and October 2022, the account achieved the following results:

- Leads increased by 169%.
- Cost per acquisition decreased by 72%.
- Ad impressions increased by 70%.
- The conversion rate rose by more than 46%.

Due to this sustained account growth, TFS was able to hire additional staff to meet demand, and even expanded their service offering to include concrete flatwork, to further widen their potential clientele reach.

LP helped TFS find solid ground and build on the foundation they've established.



Ready to Find Out What Makes Us Different?

GET STARTED NOW



1-888-534-1524 | info@logicalposition.com  
© 2023 Logical Position®