



# CASE STUDY



PLUMBING  
HEATING  
COOLING

# About



Francis Plumbing Heating & Cooling, established in Ottawa in 1933 by Hilliard George "HG" Francis, is a comprehensive home services firm providing roofing, plumbing, fuel delivery, and ventilation and HVAC services. This family-run business, now spanning three generations, joined ClimateCare—a cooperative of licensed HVAC professionals—enhancing their commitment to high standards and professional conduct. Today, Francis Plumbing Heating & Cooling maintains its heritage as a locally owned entity, recognized by its iconic emerald green vans, a symbol of its rich history. Upholding core values of dependability, expertise, pride, teamwork, and humility, the company continues to focus on providing exceptional service and customer satisfaction.



**Being part of the ClimateCare cooperative not only reinforces their service quality but also enables Francis to offer competitive pricing and exceptional customer service. Their commitment is encapsulated in the "We CARE" promise, ensuring comfort, accountability, reliability, and excellence in all their service offerings, including plumbing, heating, and emergency repairs.**



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## 1 challenges

Facing a significant challenge in optimizing lead generation and overall growth, Francis Plumbing & HVAC sought to enhance their advertising strategy. The company identified a need to boost leads, clicks, conversions, and overall online visibility. In response to this challenge, Francis Plumbing & HVAC enlisted the expertise of Mediaforce to explore the impact of their services on transforming and elevating Francis' digital presence and marketing outcomes.



## before Mediaforce

- Francis Plumbing & HVAC did not have proper conversion tracking setup. They were tracking page views as conversions in the Google Ads account, which led to the campaigns not being optimized correctly.
- This hurt overall campaign performance and caused them to spend the budget inefficiently, which led to low leads.



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## key metrics

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Francis Plumbing & HVAC's case study evaluates key metrics such as clicks, \$ per click, purchases, leads, search through click rate, conversion rate, impressions, and \$ spent. These metrics collectively provide insights into the effectiveness and efficiency of Mediaforce's strategy. The study aims to showcase improvements in lead generation, user engagement, and overall return on investment resulting from Mediaforce's services.



## after Mediaforce

### \$108,908 spent

in a 12 month period



3439 leads

\$31 per lead



18,770 clicks

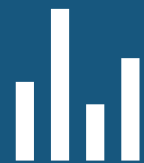
\$5.80 per click



18.32%  
conversion  
rate



2.39% click  
through  
rate



786,491  
impressions