



CASE STUDY: LESLIE HEATING & COOLING

Leslie Heating & Cooling: A trusted name in HVAC excellence in Lombard, IL

Leslie Heating & Cooling is a trusted, family-owned residential HVAC company providing top-quality heating and cooling services to homeowners in the Chicago suburbs since 1992. With over 1000+ positive reviews, their team of 7 experienced technicians skillfully delivers dependable maintenance, repair, and installation of furnaces, air conditioners, heat pumps, and more for families across Lombard, IL and surrounding communities.

THE CHALLENGE

LOW LEAD VOLUME AND NEW CUSTOMER ACQUISITION

Leslie Heating & Cooling, a Lombard, Illinois-based company, was facing difficulty in increasing their lead volume and expanding new customer acquisition. The struggle to reach and engage new customers in their service areas, including the Chicago market, was a significant obstacle. Furthermore, identifying the right pricing and services that would resonate with their ideal customers posed a challenge.

THE APPROACH

A TECHNOLOGY-DRIVEN DIGITAL STRATEGY

CAMP, with its proprietary technology and deep understanding of the market, offered a multi-pronged approach to tackle the challenges. Key to this strategy was leveraging CAMP's innovative technology to test and optimize new offers.

Through the use of CAMP's Capacity Pro Dashboard, Leslie was able to automatically adjust offers based on consumer needs, allowing Leslie to identify that a \$63 diagnostic price resonated well with their consumers.

Furthermore, CAMP's analytical insights into each offer's performance helped Leslie in decision-making and strategy refinement. Additionally, their advice to expand services into surrounding areas that matched Leslie's ideal customer profile proved beneficial.

Key Metrics



41%
increase in inbound phone calls



\$74
Cost per lead - Google Paid ads



FULL
The 3-day call board is consistently filled

THE RESULT - A DIGITAL SUCCESS STORY

Through CAMP's assistance, Leslie HVAC successfully improved its lead generation efforts and customer acquisition, underlining the effectiveness of data-driven marketing strategies and the power of its proprietary Capacity Pro Dashboard technology.

- Google Organic Search Volume increased by 21%.
- Inbound phone calls increased by 41%.
- Cooling Campaign: average conversion rate of 27% and Cost per Conversion of \$74.31.
- AC Repair ad group achieved an impressive conversion rate of 30.77%, resulting in a total of 388 cooling leads for June and July, with a marketing spend of \$28,881.

