Protocol
LEAD GENERATION

CASE STUDY · HOME SERVICES · HVAC

How Green City Heating & Air cut its cost per new customer by 83%

A young Puget Sound HVAC company was spending $3,500 a month on Google Ads with no way to tell what worked. Protocol rebuilt its website, ads and landing pages with full tracking, and turned paid search from a money-loser into a profitable source of customers.

4.2% → 24%

LEAD CONVERSION RATE

Nearly six times as many visitors became leads.

$310 → $54

COST PER LEAD

On the same $13 cost per click.

$516 → $90

COST PER NEW CUSTOMER

Service calls now pay for their own marketing.

26%

CONVERSION ON BING

The approach held when campaigns expanded beyond Google.

THE CHALLENGE

A new website no one could find

Green City opened in 2014 and knew from day one it needed online marketing to grow in a crowded HVAC market.

Its first website, built by a small web firm, had weak copy, an outdated design and no mobile version. Its service pages didn't rank for the searches that mattered in the Puget Sound area, and the traffic it did get wasn't tracked.

A self-run Google Ads campaign followed, with high costs per click and fierce competition, at $3,500 a month. With no tracking, Green City had no idea what a new customer actually cost. After 18 months, it went looking for a better way.

> **"$3,500 a month in ads, and no way to know what a new customer cost."**
>
> THE STARTING POINT

CLIENT
Green City Heating & Air Conditioning

FOUNDED
2014

SERVICE AREA
Greater Puget Sound

SERVICES
Furnaces, A/C, heat pumps, boilers and hydronic heating

CUSTOMERS
Residential and commercial

AD SPEND BEFORE PROTOCOL
$3,500 a month, untracked

WHAT PROTOCOL DID

Build it to be found, then measure everything

1

A mobile-first website

A complete redesign: fast, locally optimized and built for phones, where about half of home services searches happen.

2

Ads that reach buyers

Rebuilt Google Ads campaigns with fresh keyword research and targeted ad copy for each HVAC service, without paying top dollar per click.

3

Landing pages with tracking

A landing page for each service, plus analytics, conversion tracking and dedicated phone numbers, so Green City finally knew its true cost per customer.

THE RESULTS

Every service call now pays for its own marketing

For the first time, Green City could see where customers came from, how many converted and what each one cost.



From losing money to earning it

−$391
Profit per ad-driven service call, before

+$35
Profit per ad-driven service call, after

$426
Swing on every service call

And the bigger jobs that follow

A service call that pays for itself opens the door to far more profitable work:

- HVAC repairs
- Equipment installation
- Long-term maintenance contracts
- Furnaces
- A/C and heat pumps
- Boilers and hydronic heating

JS

“What we had before was never going to get us where we wanted to go.”

Jeffrey Simpson · President, Green City Heating & Air Conditioning

Figures compare Green City’s Google Ads before and after Protocol took over, at a $13 cost per click. Cost per new customer assumes 60% of leads become paying customers, based on Green City’s data; profit assumes an average $125 gross profit on a service or maintenance call. On Bing, campaigns converted at 26% with a $58 cost per new customer.

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PROTOCOL TODAY

Exclusive, ready-to-close leads for your business

Everything we learned building campaigns like Green City's now powers our lead programs. We run the ads, landing pages and AI search visibility, and you get the customers, never shared with a competitor.

Exclusive leads
Every lead goes to one business only.

Built around your services
Campaigns and pages for each service and city you cover.

Tracked end to end
Know exactly what each customer costs.

Found in AI search
Visible where people now ask ChatGPT and Google's AI.

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