

AIR CONTROL HOME SERVICES • PERFORMANCE MAX CASE STUDY

BUILDING A HIGHLY PROFITABLE MEDIA ENGINE IN LAKE HAVASU.

How EMSC drove a 13.61× ROAS for Air Control Home Services by bringing editorial precision to Google Performance Max.

RESULTS

THE REPORTED NUMBERS.

Every value and source note below is reproduced from the published case study.

13.61x

Return on Ad Spend

SOURCE: MARCH 2026
KPI TRACKER

\$48.44

Cost Per Lead

SOURCE: MARCH 2026
KPI TRACKER

2.08%

Conversion Rate

SOURCE: MARCH 2026
KPI TRACKER

2.14%

Click-Through Rate

SOURCE: MARCH 2026
KPI TRACKER

THE CLIENT

AIR CONTROL HOME SERVICES

A family-style, local home-services brand operating in Lake Havasu, AZ, and surrounding areas. Providing expert Plumbing, HVAC, and Electrical services to their community.



WHY PERFORMANCE MAX?

The goal was pure lead generation. We needed to expand reach beyond traditional search ads and drive cheaper leads, especially critical when search CPCs spike.

01 **Audience: 25+ demographic targeting**

02 **Intent: In-market asset groups for high intent**

03 **Reach: Geo-targeted asset groups for broader coverage**

DELIBERATE REFINEMENT MADE THE DIFFERENCE.

Performance Max can be a powerful channel for expanding reach and driving higher lead volume, but without careful management, it can introduce lower-quality spam leads. The deliberate refinement of targeting and placements is what made the difference.

1. Well-built campaign with strong messaging and media

Great creative is the foundation. We didn't just dump assets into the platform; we crafted cohesive narratives tailored to specific home service needs.

2. Intentional placement & negations

Tight control over where the spend lands. We actively excluded app placements, filtered out children's content on YouTube, restricted to ages 25+, and applied strict negative keyword lists.

3. Focus on high-quality conversions

Only valuable, verified conversions were fed back into Google's algorithm. This clean data diet strengthens learning signals and compounds performance exponentially over time.

PLUMBING: PERFORMANCE MAX

The Plumbing campaign: assets, headlines, descriptions, and previews exactly as they appeared in Google Ads. HVAC and Electrical campaigns ran with the exact same architectural approach.

A faithful recreation of Google Ads' "External Preview," the same artifact the client receives.

AS IT APPEARED IN GOOGLE ADS.

Google Ads

External Preview · Plumbing: Performance Max

Live

plumber lake havasu az

Sponsored

A

Air Control Home Services

call.aircontrolaz.com/plumbing

Trusted Lake Havasu Plumbers

Family-owned home services with five-star reviews across Mohave County. Book online or call for fast, dependable plumbing repairs and installations.

Same-Day Service · Upfront Pricing · 24/7 Emergency ·
Licensed & Insured

[Drain Cleaning](#) [Water Heater Repair](#) [Emergency Plumbing](#)
[Book Online](#)

HEADLINES · 7 OF 15 · 30 CHARS MAX

Trusted Lake Havasu Plumbers

Same-Day Plumbing Service

Upfront, Honest Pricing

24/7 Emergency Plumbing

Family-Owned Since 1986

5-Star Rated in Mohave County

Drain Cleaning · Repairs · Installs

DESCRIPTIONS · 3 OF 5 · 90 CHARS MAX

- Family-owned home services with five-star reviews across Mohave County. Book online or call for fast, dependable plumbing repairs and installations.
- Licensed, insured, and on call 24/7. Transparent flat-rate pricing, no surprises, no upsells. Serving Lake Havasu City and surrounding areas.
- From slow drains to full repipes. Your local Air Control plumber arrives on time with the parts and the price up front.

Asset groups

In-market intent · Geo-targeted reach · 25+ audience targeting · App placements excluded · YouTube kids content excluded

Final URL

<https://call.aircontrolaz.com/plumbing/>



— IN CLOSING

EMSC IS A NEXSTAR-NETWORK-GRADE MEDIA BUYING PARTNER FOR HOME SERVICES BRANDS. WE BUILD ENGINES, NOT JUST ADS.

— THE CONVERSION ENGINE

ONE DEDICATED EXPERIENCE PER SERVICE LINE.

Long-form, conversion-focused landing pages, built specifically to catch high-intent traffic and turn it into booked appointments. One dedicated experience per service line.

— THE CONVERSION ENGINE

DEDICATED LANDING PAGES.

Plumbing LP

<https://call.aircontrolaz.com/plumbing/>

HVAC LP

<https://call.aircontrolaz.com/hvac/>

Electrical LP

<https://call.aircontrolaz.com/electrical/>

READY TO GROW? LET'S TALK.

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EM Search Consulting · Search, AI visibility, paid media,
and digital growth systems for established operators.