

ARNOLD & SONS PLUMBING • PERFORMANCE MAX CASE STUDY

BUILDING A HIGHER-QUALITY LEAD ENGINE IN PEORIA.

How EMSC drove an 11.70× ROAS for Arnold & Sons by tightening Google Performance Max around real, bookable plumbing demand.

RESULTS

THE REPORTED NUMBERS.

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

11.70x

Return on Ad Spend

SOURCE: 2026 KPI
TRACKER

\$37.66

Cost Per Lead

SOURCE: 2026 KPI
TRACKER

22.93%

Conversion Rate

SOURCE: 2026 KPI
TRACKER

2.93%

Click-Through Rate

SOURCE: 2026 KPI
TRACKER

THE CLIENT

FAMILY-OWNED PLUMBING IN PEORIA, IL.

Arnold & Sons is a trusted, family-owned plumbing, sewer, and drain operator serving Peoria homeowners. Built on a reputation of reliability, they handle everything from emergency 24/7 service calls and routine drain cleaning to comprehensive water quality work.

Like many established home service operators, they faced a common challenge in digital acquisition: volume isn't the same as value. They didn't just need more phone calls; they needed calls that converted into booked jobs and actual revenue.

Family-Owned

Emergency Plumbing 24/7

Licensed & Insured

Same-Day Service

PROJECT PARAMETERS

INDUSTRY

Plumbing, Sewer & Drain

GEOGRAPHY

Peoria, IL

AUDIENCE

Age 40-60 · \$150-300k Home Value · \$75k+ Income

PLATFORM

Google Performance Max

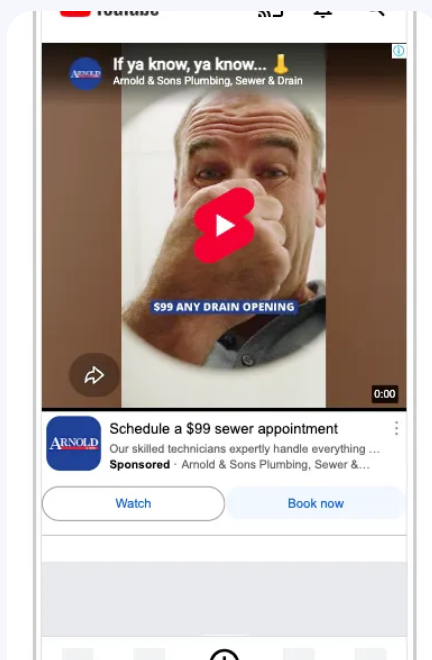
LEAD QUALITY OVER LEAD VOLUME.

The objective wasn't to drive generic traffic. We needed to shift the focus from raw lead volume to completed revenue. That meant reducing cancellations, unbooked calls, price shoppers, and same-day expectation mismatches.

By tightening the conversion net, we aimed to dramatically improve the call-to-revenue ratio, ensuring every marketing dollar spent was capturing high-intent homeowners ready to book.

AD EXAMPLES

Three placements across YouTube, Shorts, and Display featuring the quality, engaging personalized videos that powered the campaign.



YOUTUBE • IN-STREAM

Schedule a \$99 sewer appointment

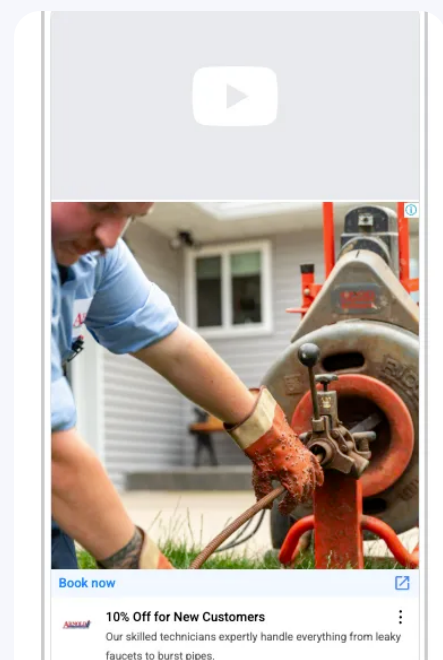
"If ya know, ya know. Our skilled technicians expertly handle everything from leaky faucets to burst pipes."



YOUTUBE SHORTS • VERTICAL

\$99 Any Drain Opening

"Leaky Pipes? Clogged Toilet? Sump Pump Trouble? Call Arnold & Sons."



GOOGLE DISPLAY • IN-FEED

10% Off for New Customers

"Our skilled technicians expertly handle everything from leaky faucets to burst pipes."

WHY THIS WORKED.

A breakdown of the specific strategic levers we pulled to drive an 11.70× ROAS.

Hyper-local trust

Repeating 'Peoria' in headlines pushed relevance, credibility, and significantly increased click-through rates.

Bottom-funnel intent

Search themes like 'Plumber in Peoria' and 'Emergency Plumbing' caught users ready to book, not just browse.

Offer-led conversion

Tangible incentives like \$99 Sewer Opening and 10% Off New Customers reduced hesitation at the point of conversion.

Urgency cues

24/7 availability and same-day service language pushed users to take immediate action instead of delaying.

Search-led PMax

Bidding automation naturally shifted spend toward Google Search, where conversions actually closed efficiently.

Quality control

Aggressive negatives, placement exclusions, and limited inventory filtered out low-quality and irrelevant clicks.

STRATEGY BREAKDOWN

Traffic was driven directly to dedicated service pages, engineered to catch high-intent visitors and turn them into booked appointments.

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- 01 **CTAs: Book Now, Contact Us**
 - 02 **Creative: Hyper-local + offer-driven messaging (“Plumber in Peoria”, “\$99 Sewer Opening”, “10% Off New Customers”, “Free Water Quality Test”)**
 - 03 **Asset Group Strategy: Search themes (intent) + In-market audiences (behavior)**
 - 04 **A/B Testing: Headlines, CTAs, service-focused messaging**
 - 05 **Optimization: Continuous negative keyword + placement exclusions**
 - 06 **Bidding: PMax automation prioritizing high-converting channels (Search)**
 - 07 **The Conversion Target: call.arnoldplumbing.com/plumbing-services/**
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EMSC

— IN CLOSING

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DEDICATED SERVICE PAGES, ENGINEERED
TO CATCH HIGH-INTENT VISITORS AND TURN
THEM INTO BOOKED APPOINTMENTS.**

**READY TO
GROW?
LET'S TALK.**

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and digital growth systems for established operators.