

KeenFMS – Success Story

About The Client

KeenFMS is a Facility Management Services offering affordable deep cleaning & Sanitization services in Bangalore

Challenge:

The customer was not able to generate quality leads & cut down budget. Their focus areas were

- > Increase the number of leads for their deep cleaning and sanitation business.
- > Reduce Cost Per Lead
- > Improve Quality of Leads
- > Improve ROI

Customer Website:

<https://keenfms.com>

Industry:

Facility Management Services

Optimization Used:

Sem rush, CRO,
Keyword optimization

The customer was working with a lead generation agency that couldn't deliver quality leads. The client is searching for a new provider to help them optimize and scale their Google Ads Campaign. The customer learned about us through the business network. They approached us with the idea of engaging our help in their campaign.

Solution:

To better analyze inbound inquiries, we began collecting campaign feedback from top-level management and the front-end tele-calling team. We received a lot of helpful feedback from the Client team, and we developed the advertising plan based on that. We are able to successfully execute and scale up the campaign.

Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Phone calls	Conversions	Cost / conv.
1,403	21,634	6.49%	₹73.08	₹102,531.44	619	445.00	₹230.50