

FRIDAY REPORT · WEEK 6 OF THE RETAINER

Two ads ran. Nineteen people called.

SAMPLE REPORT

PEOPLE REACHED

14,406

+2,118 on last week

CLICKS TO YOUR SITE

312

+41 on last week

CALLS FROM THE SITE

19

+6 on last week

COST PER CLICK

\$0.80

down from \$0.94

The two ads that ran

Both were written this week. Neither has run before.

AD	REACH	CLICKS	COST	PER CLICK
Same-day AC repair, \$89 diagnostic Ran Tue to Thu · Garland, Rowlett, Sachse	8,412	187	\$142	\$0.76
Spring tune-up, twelve slots left Ran Fri to Sun · 8 mile radius	5,994	125	\$108	\$0.86
Both ads together	14,406	312	\$250	\$0.80

What people did once they landed

Out of 312 visits from the ads.

Tapped the call button	19 people
Opened Services & Pricing	88 people
Filled in the booking form	7 people
Asked for directions	12 people

Site changes we made this week

Small edits are part of the \$10 a month, so you never have to ask twice.

Moved the call button above the fold on phones	Mon
Added the \$89 diagnostic to the pricing page	Tue
Fixed the Sachse spelling on the service area list	Tue
Swapped in three photos from the Rowlett install	Thu
Updated hours for the following Monday holiday	Fri

Where the money went

Ad spend, paid by you to Meta	\$250.00
CoCo fee, 8 ads and reports	\$500.00
Markup on ad spend	\$0.00
Hosting and care	\$10.00
Out of your account this month	\$760.00

Ad spend is billed to your card by the platform. It never passes through CoCo.

Where they came from

Garland	118 clicks
Rowlett	64 clicks
Sachse	51 clicks
Wylie	44 clicks
Everywhere else	35 clicks

Six week trend

WEEK	CLICKS	CALLS
Feb 3	148	6
Feb 10	176	9
Feb 17	203	8
Feb 24	241	11
Mar 3	271	13
Mar 10	312	19

What we take from this week. The \$89 diagnostic line is doing the heavy lifting. It pulls a cheaper click than the tune-up ad and it brings people who are ready to book today, not in April.

One thing worth knowing. Nine of your nineteen calls came in between 4pm and 7pm, after the ad ran during the afternoon heat. If you can staff that window a little heavier, you will convert more of them.

Something we got wrong. The tune-up ad ran over the weekend and Sunday was flat. Next week we will keep both ads on weekdays and put the difference behind the diagnostic offer.

Next week, ad one

A financing message, because a replacement is where the margin is and nobody knows you offer it.

Next week, ad two

The diagnostic offer again, weekdays only, with a photo from the Rowlett job.

Ask from me

Two photos from a finished install. Phone photos are fine and they beat stock every time.