




# Click-Air HVAC

From 0 Conversions to Primary Lead Source

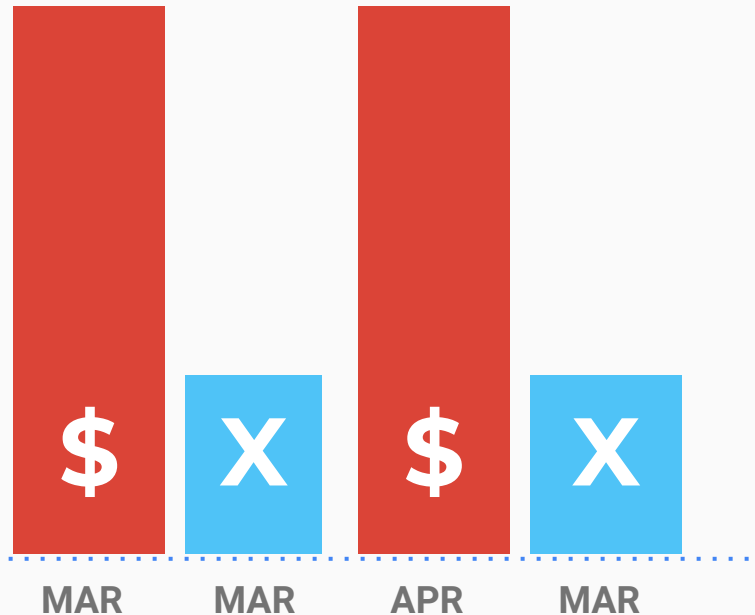
We shifted their  
website from cost  
center to lead  
source, **doubling**  
**the size of their**  
**business**

A laptop screen is shown in a dark, dimly lit environment. The screen displays a business dashboard. At the top, there is a line graph with a blue line showing an upward trend. Below the graph, there is a pie chart with a blue and green segment. The text 'New Visitor' and 'Returning Visitor' is visible next to the pie chart. The overall scene is dark, with the laptop screen being the primary light source.

# The true cost of a broken website

Click-Air started campaigning on Google, spending thousands per month before doing a proper analysis of their site.

The result was **thousands in lost as spend without a single new customer**



A close-up photograph of a person's hands using a white marker to draw on a whiteboard. The background is dark and out of focus, showing some bokeh light effects. The text 'The solution' is overlaid in white on the left side of the image.

# The solution

## Create a Strategy

1. Identify the Problem
2. Rebuild Site
3. Restart Campaigns



# 1. Old Site

Slow loading causing high bounce rates, the old site was poorly structured with no compelling message or clear call-to-action elements.



## 2. New Site

Designing a userflow that is **focused on visitor conversion**, we built and launched a completely new site in under 1 month.



## 3. Campaigns

Restarting the same campaigns with the new site, we saw **instant conversions and new RFPs from the site.**

# The Result

After just two months, Click-Air saw a steady stream of clients from their new site.

Today, we have been able to boast record sales **consistently doubling their annual client acquisition**

Clear Offering

Correct Audience

Compelling CTA





# Scale Intelligently

## Step 1

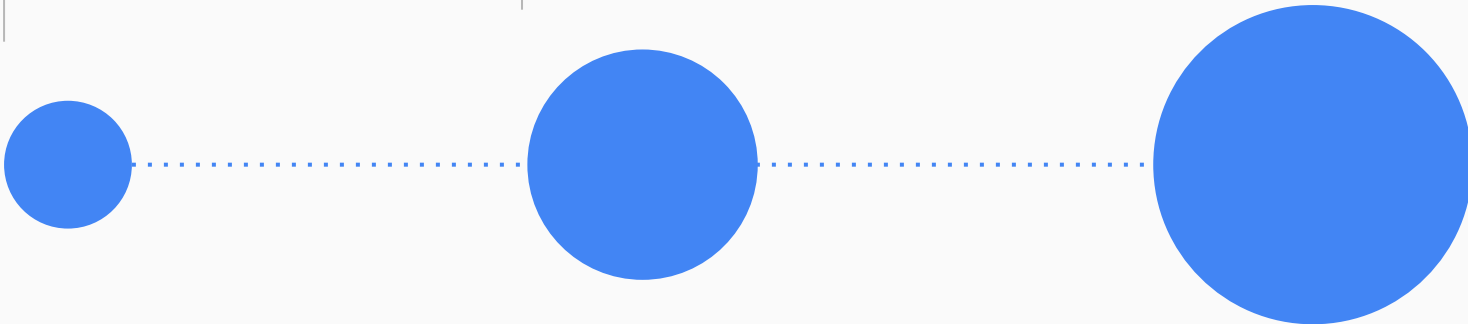
Sample small audience for market-fit

## Step 2

Throw out poor performers and keep high-performing campaigns

## Step 3

Armed with solid data, increase spend to increase sales. Expand and create stability



# Team Leads

*Proudly based in Montreal Canada*



**Sheldon Poon**

Co-Founder and  
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**Jack Avakian**

Head of Marketing  
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# Contacts

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# Smarter Marketing

