



NEST FINDERS PROPERTY MANAGEMENT CASE STUDY

In an increasingly difficult market Nest Finders was able to increase their conversions by 249% year over year, while reducing cost per lead.

AT A GLANCE

PROBLEM

- Time wasted trying to do search marketing on their own
- Bad agencies taking advantage of business owner

SOLUTION

- Hiring a search marketing company Nest Finder's could trust
- Using a local Google Ads approach with continual A/B testing & optimizations

RESULT

- +76.38% increase in CTR
- +131.73% increase in CVR
- +249.32% increase in conversions



"I'm a firm believer in not referring people because when they mess up, people are mad at me. But I have complete confidence that DDM is going to crush it with whoever they work with."

-BLAKELY HUGHES

Broker/Owner of Nest Finders

ABOUT NEST FINDERS

Nest Finders is a Jacksonville, FL property management company focusing exclusively on rental properties. Nest Finder's serves hundreds of homeowners, investors, and tenants across Northeast Florida.

PROBLEM

Blakely Hughes, broker and owner of Nest Finders decided he wanted to invest in search marketing and began to create campaigns on his own. He quickly realized that the time commitment needed to learn how to create and manage Google Ads was simply too much,

Blakely tried several agencies, the problem was that none of them innovated and could not beat out their competition. Blakely was wary of moving forward with another agency but DDM Generation's responsiveness, thoroughness, and willingness to help, convinced him to sign on. DDM Generation is a high end boutique search engine marketing agency.

SOLUTION & RESULTS

With DDM Generation, Nest Finders has seen steady growth while cutting cost-per-click by running better-targeted campaigns and screening out irrelevant searchers. What sets DDM's search marketing lead generation apart:

Custom Ad Copy

Wrote Google ad copy customized to keywords resulting in a 76.38% increase in click through rate

Account Optimizations

Provided keyword, demographic and device bid adjustments contributing to a 249.32% increase in conversions YoY

A/B Testing

A/B tested ad copy for continual improvement resulting in a 131.73% increase in conversion rate

Trust

DDM is straight forward, no bullshit kind of agency, resulting in time saved and less worrying.