

# Spring HVAC Ads Performance Checklist

Ensure your spring advertising is optimized with this performance checklist. Track these key metrics to gauge the effectiveness of your campaigns and drive better results.



## Click-Through Rate (CTR)

- Track how many people click on your ad after seeing it.
- Aim for a high CTR by featuring spring promotions, preventive maintenance, and seasonal offers.
- Review ads to ensure they're attention-grabbing and actionable.

## Conversion Rate

- Measure the percentage of clicks that lead to a desired action (e.g., booking a service, filling out a form).
- Focus on conversions for seasonal maintenance, inspections, and early-bird AC installation discounts.
- Regularly assess your conversion rate to optimize your messaging and offers.

## Return on Ad Spend (ROAS)

- Track how much revenue you're generating for every dollar spent on ads.
- Ensure your spring promotions are cost-effective and provide significant returns.
- Adjust your ad spend based on performance to ensure maximum profitability.

## Cost Per Click (CPC)

- Monitor the cost per click to ensure it aligns with your budget.
- Use offers like free inspections or discounted services to attract clicks at a low cost.
- Keep an eye on CPC to ensure you're getting quality leads without overspending.

## Impressions

- Track the number of times your ad is shown to potential customers.
- Aim to increase brand visibility by targeting people thinking about HVAC maintenance this spring.
- Focus on converting impressions into clicks and conversions for better results.

## Customer Lifetime Value (CLTV)

- Track the total revenue from customers over the course of their relationship with your business.
- Build long-term relationships through spring offers, encouraging repeat business and future repairs.
- Focus on delivering excellent service during the spring tune-up, so customers return for ongoing maintenance.