How we Reduced CPA and Increased Conversions for United Home Experts

United Home Experts was struggling with a high CPA, account structure issues, and low conversions.

Our team also encountered that their account was not following best practices, and that budget was spread ineffectively.

**HOW WE DID IT**

We focused on reducing CPA and increasing conversions. Our optimization tasks included the following:

1. **Account Settings**
   - Setting the account attribution model to “position-based” to acquire more accurate insights and allow Google algorithms to work more efficiently.
   - Installing call tracking.
   - Adding content exclusions to prevent from showing on all ad contents.

2. **Display Campaigns**
   - Finally, we launched audience network campaigns. These had the same structure as search and dynamic search ads as the strategy had proved to work:
     - Establishing a frequency cap to avoid ad fatigue.
     - Excluding mobile apps from the campaign targeting.
     - Switching to the smart bidding “Target CPA” to acquire more conversions and control cost per action.
     - Removing non-converting keywords and locations from the targeting strategy.

**RESULTS**

Our team has been able to reduce CPA consistently. Even with the holidays coming up and the high-season starting to trim down, we have kept the right balance between conversions and cost.

- **Achieved a YoY growth of 107.60%**
- **CPA decreased by 39.73%**