



billyGO drives 61% increase in booked appointments with Enhanced Conversions



Home service company
AMER - United States • billygo.com

Agency Name: converlytik



The Challenge

As billyGO expanded its customer base in Dallas-Fort Worth, the company wanted to improve how it optimized for lead quality. Rather than focusing solely on lead volume, billyGO sought to identify high-intent homeowners and invest more effectively in the opportunities most likely to convert into booked appointments and higher-value service work. The company needed deeper insight into customer intent to support continued profitable growth.

The Approach

To optimize for higher-value customers, billyGO used first-party data to identify the customer intent signals most predictive of booked appointments and revenue, which directly informed its Google Ads strategy. In collaboration with converlytik, billyGO integrated these signals into Google Ads through Enhanced Conversions for Leads (ECL), enabling campaigns to focus on higher-quality opportunities rather than lead volume alone.

Partnering with converlytik: It facilitated the entirety of the process for billyGO, implementing ECL within the account and optimizing towards high-value conversion actions.

The Results

By feeding Enhanced Conversions data into its bidding strategy to optimize for customer intent, billyGO saw a 42% increase in quality leads, which supported a 61% increase in booked appointments. This elevated optimization signal generated a 43% increase in average revenue per customer and a 121% increase in return on ad spend (ROAS). billyGO saw a 31% reduction in cost per qualified opportunity and plans to scale this first-party data strategy across all campaigns to fuel business growth.

“Google Ads and Enhanced Conversions helped us move beyond measuring lead volume and focus on the customers most likely to book, buy, and become long-term customers. This allowed us to confidently drive higher-value appointments, resulting in stronger closing ratios and scalable business growth.”

Billy Stevens, Owner, billyGO, heating, ventilation, and air conditioning (HVAC) and plumbing

121%

Increase in ROAS

31%

Reduction in cost per qualified opportunity

43%

Increase in average revenue per service job

Primary Marketing Objective

- Generate Leads

Featured Product Area

- Measurement: Enhanced Conversions



converlytik

Google Ads