

HOW A PEST CONTROL COMPANY IN MESA, AZ CUT COST PER LEAD BY 38%

*From wasted ad spend to booked jobs on autopilot —
here's how HiveScale Partners transforms pest control lead flow.*

Disclaimer: The business featured in this case study is fictional. All data and results are illustrative examples designed to demonstrate the potential performance of HiveScale Partners' marketing strategies.



*Mesa Green Pest Control was burning **\$2,400/month** on ads but only converting **1.7% of traffic**.*

Missed calls. Low-quality leads. Money wasted.

*They turned to **HiveScale Partners** to **fix** what their old marketing agency couldn't.*

Before HiveScale

 *\$68.40 Cost per Lead*

 *1.7% Conversion Rate*

 *39% Missed Calls*

Before Optimization — Diagnostic Phase



How We Engineered the Turnaround

- 1. Restructured **Google Ads** → **SKAGs for precision** — cut wasted spend and improved Quality Score.*
- 2. Rebuilt landing page for **SEO + clarity + urgency** — increased call-to-lead rate.*
- 3. Added **call tracking** + **GA4 event tracking** — identified high-intent keywords fast.*
- 4. Improved **ad copy with local trust messaging** — boosted CTR and credibility.*
- 5. Added **Missed-Call Text-Back automation** — turned missed calls into booked jobs.*
- 6. Integrated **CRM extensions** — streamlined follow-ups and lead nurturing.*

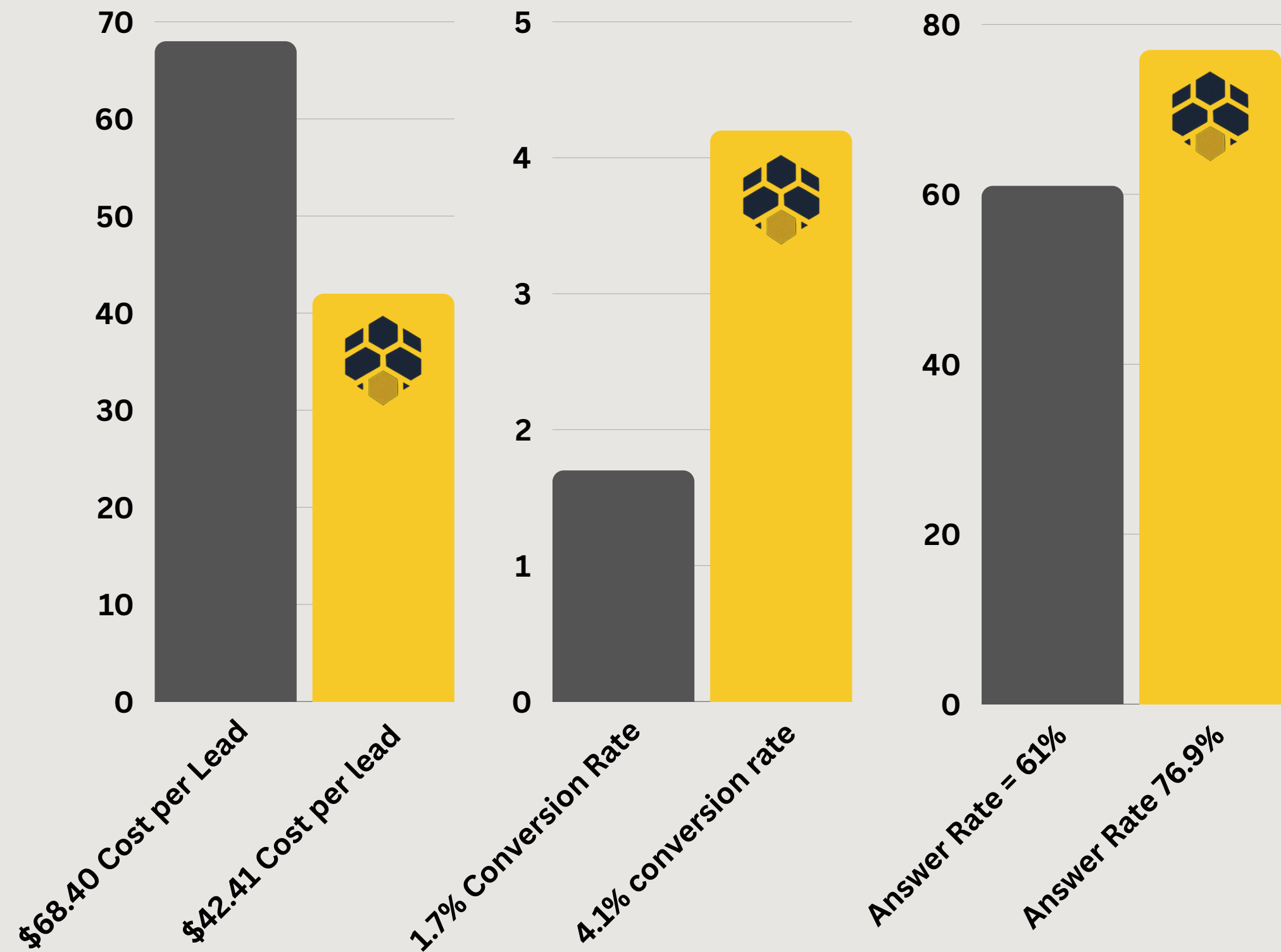
Each change layered precision, automation, and trust — *the foundation of scalable growth.*



The HiveScale Effect: Measurable Growth, Fast

3-Week Optimization Window | Mesa, AZ Campaign

↓ *38% Cost Per Lead*
↑ *141% Conversion Rate*
↑ *26% Answer Rate*
(+Automated Missed-Call Text Back)



Proof of Performance: The HiveScale Difference in Action

“Once HiveScale Partners optimized our campaigns, everything changed — fewer wasted calls, lower ad costs, and steady lead flow every week.”

— Owner, Mesa Green Pest Control

(Illustrative company for demonstration purposes only).



Want results like this?

Schedule your free 15-minute growth call at HiveScalePartners.com

— see what’s possible for your pest control business.

