KEVIN FRANCOIS

PERFORMANCE MARKETING PORTFOLIO

Paid search and paid social for lead generation
10+ years across Google Ads, Performance Max, Microsoft Ads and Meta
From multi-location brands to high-spend agency accounts

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CAREER HIGHLIGHTS

Proven performance across paid search and paid social

$14.6M

managed on one HVAC agency account, 2022-2024

–48%

cost per conversion on that account, year over year

200+

self-storage locations across the US and Canada

42% → 57%

lead-to-rental conversion at a multi-location brand

CASE 01

Brought a high-spend HVAC account back from a cost spike

AGENCY

APR 2022 – JUN 2024

Greater Toronto Area heating, cooling and plumbing contractor

EARLY 2023 SEARCH CPCS

~$16

COST PER CONVERSION

$175

WHAT I CHANGED

- Rebuilt ad groups around services with matching copy and landing pages
- Moved to phrase and exact match with negative lists
- Fixed call and form tracking in GA4 and Tag Manager
- Expanded into Performance Max, display, remarketing and YouTube
- Moved bidding to tCPA and ran ad copy A/B tests



CASE 01 RESULTS

Jan–Jun 2023 vs Jan–Jun 2024 performance (CAD)

METRIC	JAN–JUN 2023	JAN–JUN 2024	CHANGE
Spend	$2.23M	$3.02M	+35%
Conversions	12,708	33,344	+162%
Cost per conversion	$175.50	$90.60	–48%

RECORD MONTH

7,485

CONVERSIONS IN JANUARY 2024 AT $68 EACH

27 MONTHS TOTAL

$14.6M

SPEND

107,600

CONVERSIONS



CASE 02

Scaled paid media for 200+ self-storage locations in the US and Canada

102%

of lead and rental targets

42% → 57%

lead-to-rental conversion

$6.6M+

Google Ads spend over 15 months

98%

budget use with no major over- or underspend

202

leads in 3 weeks from 39 ad sets on Meta

855K+

reached on $64K, site traffic +15%



CASE 03

Turning small gutter budgets into steady calls and forms

$40K+
spend

18,000+
clicks

780+
leads at ~ $51 per lead

$6.41
per repair conversion after the 2025 rebuild

11–13% click-through rates



CASE 04

112 leads at $7.55 each for a dermatology clinic on $5 a day

$7.55
per lead

112
leads in two months

17%
Search conversion rate

5.6%
Search click-through rate

$5/DAY Search budget · freelance, 2021



HOW I RUN AN ACCOUNT

TRUST

Clean tracking for calls, forms and offline conversions

STRUCTURE

Campaigns, copy and pages built around search intent

TEST

Every test runs a control and ends in scale, fix or cut

REPORT

Decisions based on revenue per booked job or rental



TOOLKIT AND CONTACT

Tools I use to drive performance. Let’s connect.

PAID SEARCH	Google Ads, Performance Max, AI Max, Microsoft Ads, Smart Bidding (tCPA, tROAS)
PAID SOCIAL AND VIDEO	**Meta Ads, YouTube**
TRACKING AND ANALYTICS	GA4, Google Tag Manager, Looker Studio, Qlik, WhatConverts, CallRail
CRM AND OUTBOUND	**GoHighLevel, Zoho CRM**
RESEARCH	**SEMrush, Ahrefs, SimilarWeb**



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