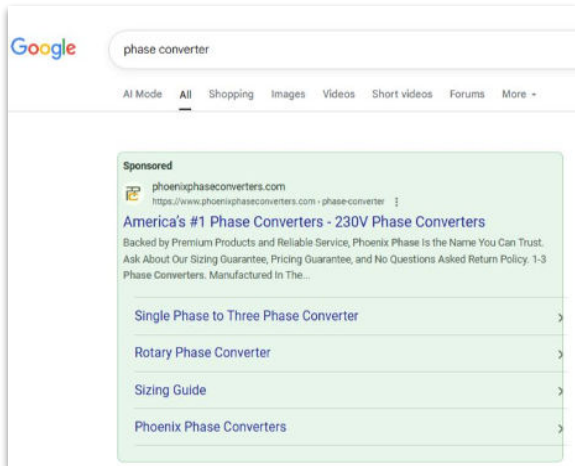


PHOENIX

Phase Converters

Phoenix Phase Converters + JumpFly
Phoenix, AZ, USA · phoenixphaseconverters.com

JumpFly Helped Achieve Monthly Revenue Records By Utilizing Call Tracking Data



The challenge

Phoenix Phase Converters, a **top-rated provider of phase converters** (units that allow industrial equipment to run on residential power supply) was looking to take their Google Ads account to the next level. The challenge was a large portion of the **revenue generated by paid ads was sold over the phone**, and we needed a way to **import that revenue data into Google Ads**.

The approach

Rather than just assign a static value to any call longer than a particular duration—a standard practice for lead gen clients who have a bulk of their leads come in via phone calls—we wanted to find a way to **assign a unique value to each call**. With those values, the Google bidding algorithm could **weigh them appropriately** against the company's online purchases.

The client agreed to enter into their **call tracking platform** the value for every call that resulted in a sale. Often a buyer doesn't purchase on the first call, so the client was coached to enter a **value based on the likelihood the caller would purchase** as well as taking into account the **expected purchase value**. For instance, if the client felt the caller was 50% likely to purchase a \$1,000 item, that particular call was assigned a \$500 value.

The results

Values for calls started getting imported into Google Ads during the last week of September 2024 and **October 2024 was the best October in company history**. In fact, five of the first eight months after the Google Ads conversion change achieved that same revenue designation. And the three months that didn't hit the all-time mark saw **year-over-year revenue increases of 49.5%, 30.9%, and 36.5%**.



“The recent results that Phoenix Phase Converters has enjoyed are a testament to what can be achieved when you provide accurate and complete conversion data to the Google Ads system.”

—Dain Ferrero, Account Director, JumpFly

Featured solutions:

- › Call Tracking
- › Offline Conversions
- › Revenue Tracking

Automation:

- › Target ROAS
- › Maximize Conversions
- › Enhanced CPC

Attribution:

- › Data-Driven Attribution

225%

Increase in
Conversion Value*

31%

Increase in Revenue
YoY*

*comparing 2024-2025 data to 2023-2024 data