



Sinistre Montréal x go

About Sinistre Montréal



Founded in 2005, Sinistre Montréal offers intervention, decontamination and disaster recovery services (fire, water infiltration, crime scenes, Diogenes syndrome) in the Montreal region, including the South and North Shores.

We are happy to count Sinistre Montréal as one of our clients since September 2018. We spoke with Nicolas Madore, owner, to learn more about his challenges as an independent entrepreneur and about the go solutions he used to reach his advertising goals.

challenge

Nicolas is like all business owners - passionate about his work. However, because of the constant flow of calls coming day and night, he was lacking time to invest in elaborate and consistent advertising efforts.

Up until then, his advertising efforts consisted of a few radio ads and a couple of SEM and Facebook campaigns. For the latter strategy, the biggest challenge was to find the time to invest in understanding how to target, optimize and report on campaigns' performance.

goals

- 01 Attract new customers
- 02 Increase traffic on the website
- 03 Appear for the right keywords on Google

go solutions

- Search Engine Marketing (SEM)
- Display advertising
- Retargeting



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The service is personalized, we feel important, understood and supported. In addition, the solutions offer unparalleled flexibility that allows us to pause the campaigns, slow down or accelerate the pace, according to our needs.

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process

- 01** Before working with go, the client invested in SEM efforts, however, the ads would often appear under eyewear store searches, thus wasting the budget on non-conclusive results. This is how one of go's account director approached Sinistre Montréal to test go's solutions.
- 02** During the first meeting, a complete analysis of the client's strategy and SEM performances was made to give a good overview of the current situation.
- 03** A test campaign using all three solutions was then launched for a period of three months with a budget similar to the one used for previous campaigns. The goal was to compare performances.
- 04** The performance being much higher after two months, the budget was increased and the duration of the contract, extended.
- 05** Since then, follow-ups between the account manager and the client are done via phone call once every two weeks and at a monthly face-to-face meeting to evaluate performances, test new solutions or revise campaign goals.

results

6 months after the activation of our solutions, here are the results that have been recorded:

For the SEM solution, the proportion of impressions won by Sinistre Montréal, in its industry, went from 15% to 48.3%, ahead of the Quebec leader in disaster recovery. Moreover, their ads rank on average in the top 4 of the Google results.

As far as display and retargeting solutions are concerned, ads built with interactive formats, such as swipe, had **click-through rates well above industry standards of 0.13% compared to a standard rate of 0.08%**.

Other non-tangible results were also recorded. After the start of the partnership with go, the client was recruited by two television shows, Les Effaceurs and Histoire de succès, both broadcasted on V télé. These opportunities have brought significant additional visibility to the customer.



click here to see the banners!

what Nicolas thinks of go

"We are very proud to be among go's customers - I highly recommend the service to all independent contractors. Doing business with go has greatly improved our visibility and, as a result, has brought us new customers. Thank you to the go team, and especially thank you to Victor, our account manager."

— Nicolas Madore, owner of [Sinistre Montréal](#)