



CASE STUDY - CLICK-AIR

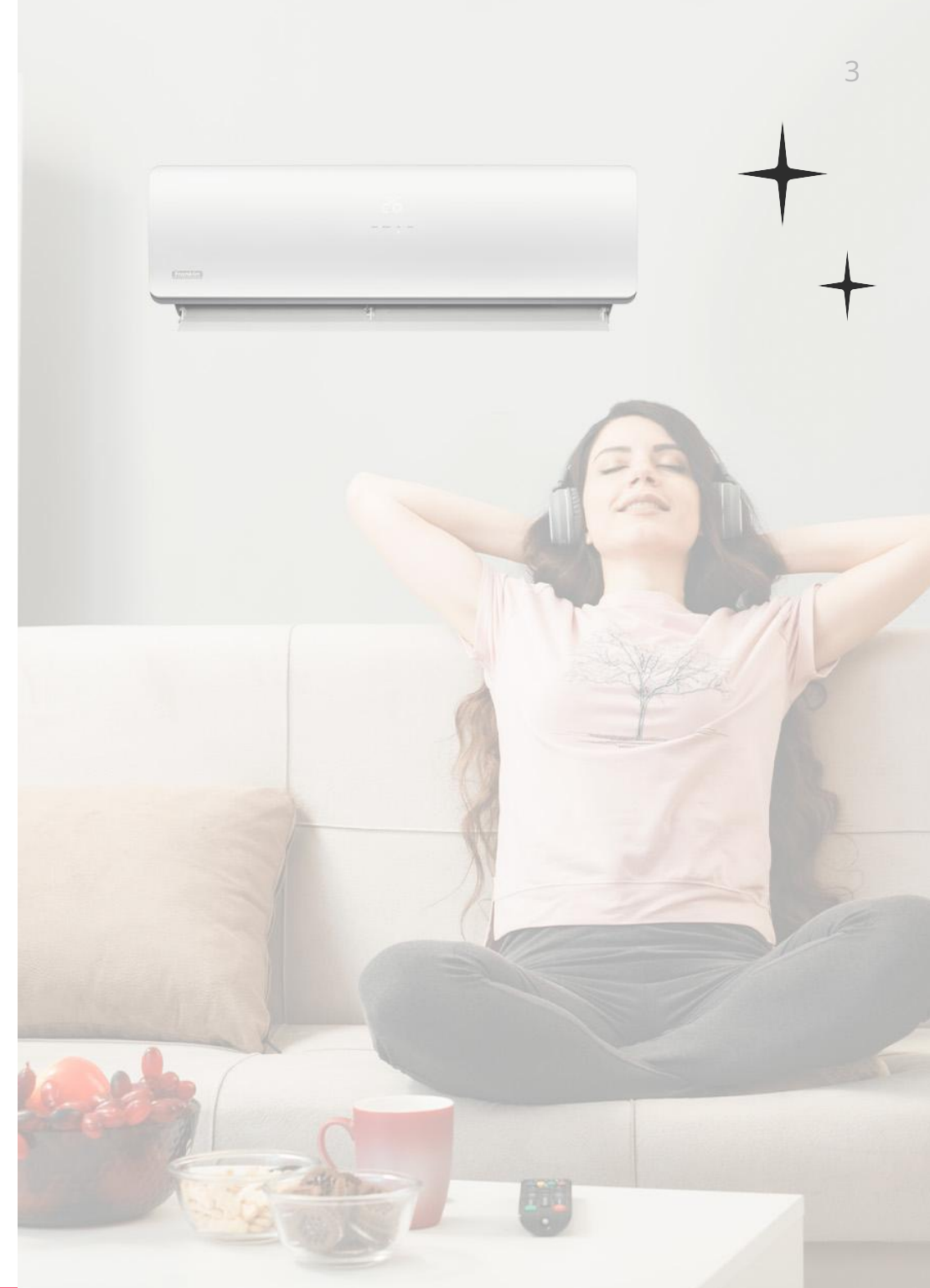


Revenue Growth
from \$3M to ~\$30M
Over a 6–7 year period

01 THE CLIENT

Click Air is a Montréal-based **HVAC company** serving **residential and commercial customers** across the West Island.

With **strong technical expertise** and **service delivery**, the company had built a **solid local reputation** but lacked a scalable marketing and sales infrastructure to support sustained growth.



02 THE CHALLENGE

The company's marketing and digital infrastructure were **outdated and unstable**, limiting predictable growth.

An **underperforming WordPress website**, a compromised hosting environment, inconsistent lead generation, and an unoptimized sales process resulted in low conversion rates and unreliable ROI. Paid campaigns increased demand, but the website could not support traffic effectively, causing performance instability and lost opportunities.



03 THE SOLUTION

We rebuilt the company's digital and operational foundation from the ground up.

The compromised server was scrapped, the website was rebuilt with a conversion-focused architecture, and the brand experience was modernized to align with real user behaviour. Hosting was migrated to secure, stable infrastructure, dramatically reducing costs and eliminating technical failures.

The website was redesigned around a single primary conversion objective — driving phone calls and quote requests — ensuring alignment with the sales funnel.

Simultaneously, we restructured the sales intake process to ensure immediate human response, tighter booking procedures, and clear lead routing. With infrastructure, marketing, and sales fully aligned, paid media campaigns were reactivated using accurate tracking and conversion signals to create a controlled, scalable demand-generation engine.



04 THE RESULTS

- **Revenue Growth from \$3M to ~\$30M**
Over a **6-7 year period**, Click-Air scaled revenue tenfold through a **repeatable and controlled marketing system**.
- **Expansion to 3 Locations**
Predictable demand generation enabled **geographic growth** and **operational scaling**.
- **Fleet Growth to 8+ Service Vehicles**
Sustained lead flow supported **team and capacity expansion**.
- **Website Transformed into Primary Acquisition Channel**
The rebuilt **digital infrastructure** evolved from a **cost centre** into the company's most reliable source of **inbound opportunities**.
- **Successful Ownership Exit at Peak Performance**
The **systemized marketing and sales engine** positioned the company for a **strong and strategic acquisition**.



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