



CASE STUDY:

EVERSTORY PARTNERS

PERFORMANCE OPTIMIZATION AND REPORTING

A year-round paid search and reporting program designed to generate pre-planning leads, connect media activity to closed sales and improve performance across 50 priority locations.

everstory
PARTNERS



INDUSTRY
DEATHCARE



AUDIENCE
ADULTS RESEARCHING
END-OF-LIFE
PRE-PLANNING SERVICES



CATEGORY/TACTICS
PAID SEARCH
LOCAL SERVICES ADS
AUDIENCE SEGMENTATION
CAMPAIGN OPTIMIZATION
GA4 ANALYTICS
CALL TRACKING &
CRM INTEGRATION
PERFORMANCE REPORTING
REVENUE ATTRIBUTION



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Grief Awareness Day Campaign



IDEAS.

Everstory Partners, a national deathcare company with 465+ locations, needed a year-round paid search program that could generate measurable pre-planning leads across a large and varied market network. Each location operated with different service offerings, pricing and seasonal demand, creating a need for consistent campaign management with local flexibility.

Disconnected call-tracking, CRM and media data also limited the team's ability to connect advertising activity to sales. evok developed a scalable campaign and reporting framework designed to show where leads originated, which markets performed best and how budget changes affected results over time.

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“Timeless Tribute” OTT Video
<https://bit.ly/3Tyu22T>



WORK.

Evok developed a year-round PPC program with 125+ campaigns supporting Everstory’s 50 priority locations. Campaigns were organized by location, service and audience segment, allowing the team to align consumer search intent with locally available offerings. Five target audiences supported broad initial reach, followed by refinements based on emerging conversion patterns.

A 30-60-90-day optimization model guided the initial phase of campaign management. The first 30 days emphasized impression share and data collection. During days 31 through 60, the team analyzed engagement signals, demographic patterns, search intent and conversion activity to refine targeting. By days 61 through 90, investment shifted toward the audiences, searches and markets generating the best results. The team continued repeating this cycle beyond day 90, so the last reported period reflects approximately six months of optimization. The cycle continues throughout the year to account for seasonal and market-level changes.

To improve measurement, evok connected Everstory’s call-tracking platform and CRM with GA4. The integrated reporting structure linked Google Ads activity with phone calls, sales outcomes and revenue, giving Everstory visibility from the initial impression through the closed contract.

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Evermark Brochure



Integrated Campaign System



RESULTS.

Performance improved across successive optimization cycles. From the first full month of PPC activity to the final reported period, conversion volume increased from nearly 5,400 to 12,700 while cost per conversion decreased from \$8.14 to \$3.43.

The connection between media, call-tracking and CRM data also extended reporting beyond lead volume to closed sales and revenue. Local Services Ads generated a 14x return on ad spend based on closed sales, while campaign data helped direct budget toward the audiences and markets producing the best results.

CAMPAIGN RESULTS

12,700

conversions in the
final reported period

approximately

135%

increase in conversion volume

\$3.43

cost per conversion in the
final reported period

58%

decrease in
cost per conversion

5.10%

click-through rate in the
final reported period

14x

local services ads
return on ad spend

KEY TAKEAWAYS

Everstory Partners' paid media program shows how an integrated campaign and reporting structure can improve performance across a large network of locations. Organizing campaigns around local services, audience segments and consumer intent created a repeatable framework that could adjust as market conditions changed.

The 30-60-90-day optimization cycle contributed to increased conversion volume and a 58% reduction in cost per conversion. Connecting GA4, call-tracking and CRM data also tied advertising activity to closed sales and revenue. That full-funnel visibility helped Everstory direct budget toward productive markets and generated a 14x return on ad spend from Local Services Ads.