

Challenge

Our client came to us with 3 requirements for their paid search campaign:

1. Target specific phases of the buying funnel - From prospective customers looking for prerequisite information to highly qualified searchers ready to spend money on a high-margin service.
2. Target specific geographical locations within the state - Despite having presence in northern regions, the client sought to gain significant market share in other areas.
3. Increased bookings and brand awareness - More bookings per month by phone.

Overview

Traffic Source: Google Ads

Niche: Industrial/Service

Conversion Tracking: Lead Generation (Phone Calls and Form Submissions)

Duration (So Far): Less than 1 year

For reasons of client privacy and proprietary business practices, we cannot share the following:

- Specific Niche
- Specific Account Structure
- Budget/Bids
- Ads/Ad Groups/Campaigns
- Keywords/Geotargeting

Results

After 6 months:

Total number of qualified leads increased: 71%

- 56 to 96 leads per month.

Average cost per lead decreased: 42%

- \$80 to \$45.90 cost per acquisition (CPA)
- Average CPA for this particular niche: \$79.28

Overall account conversion rate: 7.5%

- Over 2x better than the average rate for this niche.
- A 5.31% conversion rate is considered excellent and within the top 25% of advertising accounts.

Conversion source ▼	↓ Conversions ▼	Cost / conv. ▼
Calls from ads	94.00	\$37.62

Calls from Ads

Solution

From our initial assessment, we recommended that the client target more generic keywords to achieve broader exposure in unreached areas. We began with a series of location-based campaigns with ads containing city related keywords, brand search terms, and non-brand search terms. By the end of the second month, we had collected enough data to narrow our campaigns down to specific keywords that drove the most qualified traffic.

<input type="checkbox"/> Targeted location	Bid adj.	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/> 35.0 mi around [City]	—	150	1000	1.5%	\$0.50	\$75.00	100	\$0.75	1.5%
<input type="checkbox"/> 30.0 mi around [City]	—	120	800	1.5%	\$0.50	\$60.00	80	\$0.75	1.5%
<input type="checkbox"/> [City] United States	—	100	700	1.4%	\$0.50	\$50.00	70	\$0.71	1.4%
<input type="checkbox"/> [City] United States	—	80	600	1.3%	\$0.50	\$40.00	60	\$0.67	1.3%
<input type="checkbox"/> [City] United States	—	60	450	1.3%	\$0.50	\$30.00	45	\$0.67	1.3%
<input type="checkbox"/> [City] United States	—	40	300	1.3%	\$0.50	\$20.00	30	\$0.67	1.3%

Location Targeting

We developed multiple ads and landing pages per campaign, split-testing copy and page layouts. We used Audience Insights to enhance or build new pages to better serve search criteria and buyer intent. Analytics tools were implemented on all pages to track form submissions, user data, and bounce rates (users exiting a page without taking an action.)

<input type="checkbox"/> Ad	Campaign	Ad group	Status	Ad type	↓ Impr.
Total: Filtered ads ②					484,671
<input type="checkbox"/> [Ad Preview]	YL Text	[Ad Group]	Approved	Expanded text ad	96,260
<input type="checkbox"/> [Ad Preview]	YL Text	[Ad Group]	Approved	Expanded text ad	34,872
<input type="checkbox"/> [Ad Preview]	YL Text	[Ad Group]	Approved	Expanded text ad	23,551

Ads

We were proactive in researching competitor advertisements to react to their offerings. We began a Remarketing campaign to target users who had previously visited the website while they searched elsewhere on the web for industry-related queries.

The data from our campaigns showed that mobile devices were the primary search platform of choice for our target demographic. Among other Ad Extensions, we utilized Call and Text Message Extensions for facilitating conversions, which increased brand engagement while improving search presence.

Conversion source ▼	↓ Conversions ▼	Cost / conv. ▼	Conv. rate ▼
Calls from ads	757.00	\$45.90	7.82%

Total Conversions

Conclusion

The research and optimizations we performed allowed us to run lean campaigns, maximizing returns within our client's budget while exceeding goals. In addition, the account achieved a strong overall Quality Score from Google, ranking the client in an optimal position on the first page of Google while maintaining a competitive ad budget. In many cases, Google's Auction Insights showed that we had gained close to the majority of impression share with a 67% Top of Page Rate.

Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
You	41.77%	—	—	67.97%	46.61%	—
XXXXXXXXXX.COM	18.12%	23.66%	35.72%	53.86%	17.42%	38.24%
XXXXXXXXXX.COM	< 10%	6.59%	57.61%	71.74%	34.34%	40.18%
XXXXXXXXXX.COM	< 10%	9.20%	22.50%	35.29%	15.10%	40.91%
XXXXXXXXXX.COM	< 10%	12.92%	27.15%	45.60%	11.62%	40.31%

Google First Page Ranking

NOTE: Leads only account for first-time customer acquisitions. It is important to consider the lifetime value of each customer or customer referral with respect to your industry. In this instance, many customers became recurring business.