



Case Study



Pack & Renovate

Industry: Packers & Renovation

Campaign Type: Lead Gen.



Background

Our Google Ads campaign was launched in the competitive Packers and Renovation industry. We aimed to boost lead generation for our client and improve their online presence.

Challenges

- **Conversion Rate:** The initial campaign yielded only 285 conversions, which was suboptimal for our lead generation goals.
- **CPA (Cost Per Acquisition):** Our CPA was relatively high at \$72.73, impacting the campaign's cost-efficiency.
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- **Phone Calls:** Although we generated 57 phone calls, we recognized the potential for further engagement.



CHALLENGES

Jan 1, 2021 Jan 31, 2021

Campaign status: All enabled; Interactions > 0 View all ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget	Status	Campaign type	Impr.	Interar	Cost	Avg. cost	Conversions	Cost / conv.	Phone calls
<input type="checkbox"/>	<input checked="" type="radio"/>	GEI	CAS300.00/day <input checked="" type="checkbox"/>	Eligible	Display	1,885,...	7,080 clicks	CAS1,358.74	CAS0.19	56.00	CAS24.26	0
<input type="checkbox"/>	<input checked="" type="radio"/>	GEI	CAS200.00/day <input checked="" type="checkbox"/>	Eligible	Display	1,993,...	5,855 clicks	CAS1,796.17	CAS0.31	47.00	CAS38.22	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Rei	CAS150.00/day	Eligible	Display	86,392	524 clicks	CAS598.53	CAS1.14	6.00	CAS99.76	0
<input type="checkbox"/>	<input checked="" type="radio"/>	Brit	CAS270.00/day <input checked="" type="checkbox"/>	Eligible	Search	7,641	455 clicks	CAS3,039.97	CAS6.68	33.50	CAS90.75	11
<input type="checkbox"/>	<input checked="" type="radio"/>	Alb	CAS100.00/day <input checked="" type="checkbox"/>	Eligible	Search	6,113	307 clicks	CAS2,389.24	CAS7.78	32.00	CAS74.66	6
Total: Filtered campaigns <input type="checkbox"/>						3,979,...	14,221 clicks	CAS9,182.65	CAS0.65	174.50	CAS52.62	17
Total: Account <input type="checkbox"/>						6,327,...	17,686 clicks	CAS20,741,...	CAS1.17	285.20	CAS72.73	57



Con. 285



CPA- 72.73



Phone. 57

Campaign Strategy Improvement

Our strategy was designed to address these challenges effectively:

- **Keyword Optimization:** We conducted extensive keyword research and optimization to enhance ad relevance and attract more qualified leads.
- **Landing Page Enhancement:** We optimized the client's landing pages to provide a seamless user experience, improving the chances of conversion.

- **Bid Management:** We carefully managed bids to ensure a balance between visibility and cost control.
- **Ad Extensions:** Utilizing ad extensions, including call extensions, to facilitate phone inquiries.
- **Negative Keywords:** We implemented a robust negative keyword strategy to prevent ads from appearing in irrelevant search queries, reducing wasted ad spend.
- **Ad Scheduling:** Optimized ad scheduling ensured that our ads were displayed at times when potential customers were most active and likely to convert.

- **Continuous Testing:** Regular A/B testing was conducted to refine ad copy, keywords, and landing pages for maximum performance.
- **Quality Score Improvement:** We worked diligently to improve the Quality Score of our ads by enhancing ad relevance, click-through rates, and landing page experience.
- **Competitor Analysis:** Regular analysis of competitor ad strategies allowed us to stay competitive and adapt our own campaigns for better results.

Result:

- **Conversion Rate:** Our efforts resulted in a significant increase in conversions, rising from an initial 285 to a robust 657, demonstrating substantial growth in lead generation.
- **CPA:** Through continuous optimization and strategic adjustments, we achieved a notable reduction in CPA, decreasing it from \$72.73 to a more cost-efficient \$58.57 per acquisition.
- **Phone Calls:** Our campaign generated a remarkable increase in phone calls, jumping from 57 to a substantial 158, showcasing heightened customer inquiries and engagement.



RESULT

Campaign status: All enabled; Interactions > 0 View all ADD FILTER

Campaign	Budget	Status	Campaign type	Impr.	Interac	Cost	Avg. cost	Conversions	Cost / conv.	Phone calls
GI	CAS300.00/day	Eligible	Display	13,075...	58,428 clicks	CAS6,234.04	CAS0.11	236.00	CAS26.42	0
Rc	CAS150.00/day	Eligible	Display	760,001	11,976 clicks	CAS1,348.08	CAS0.11	58.00	CAS23.24	0
GI	CAS200.00/day	Eligible	Display	1,374,...	6,954 clicks	CAS2,036.49	CAS0.29	47.00	CAS43.33	0
AI	CAS100.00/day	Eligible	Search	1,991,...	1,792 clicks	CAS6,717.77	CAS3.75	79.17	CAS84.86	43
Br	CAS270.00/day	Eligible	Search	17,049	977 clicks	CAS9,422.39	CAS9.64	99.00	CAS95.18	8
GI	CAS50.00/day	Eligible	Display	783	24 clicks	CAS1.42	CAS0.06	0.00	CAS0.00	0
Ke	CAS800.00/day	Eligible	Search	203	15 clicks	CAS103.74	CAS6.92	0.00	CAS0.00	0
Total: Filtered campaigns				17,219...	80,166 clicks	CAS25,863...	CAS0.32	519.17	CAS49.82	51
Total: Account				17,327...	81,924 clicks	CAS38,516...	CAS0.47	657.57	CAS58.57	158



Con. 657



CPA- 58.57



Phone. 158

Do You Want Similar Results?

Just reach out to us directly, and we can discuss your business needs, and how results like these would be possible for you.