

CASE STUDY

GOOGLE ADS

Maximizing Lead Generation and Minimizing
Costs for a Trailer Dealership Company

Trailer Dealership Company



OVERVIEW



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This case study details a nine-month effort aimed at optimizing Google Ads campaigns to generate more qualified leads and support business growth for a trailer dealership company.



ABOUT THE CLIENT

The client is a reputed trailer dealership in North Carolina, USA.



PROBLEM STATEMENT

The challenge was to generate quality leads at the lowest cost per conversion.

GOALS

Their goal was to increase the number of qualified leads to grow their business while minimizing the cost per lead (CPL).



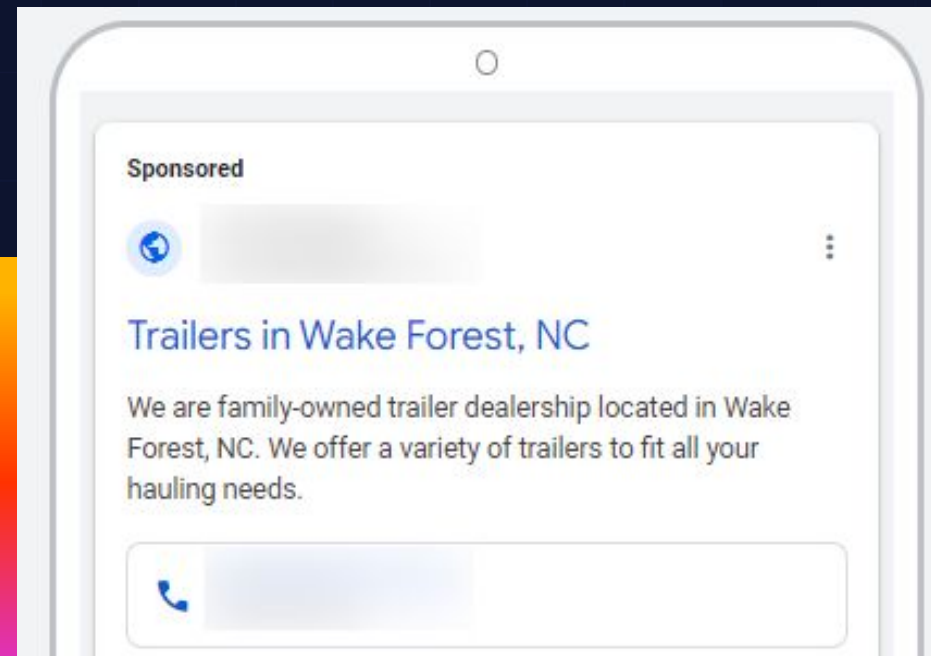
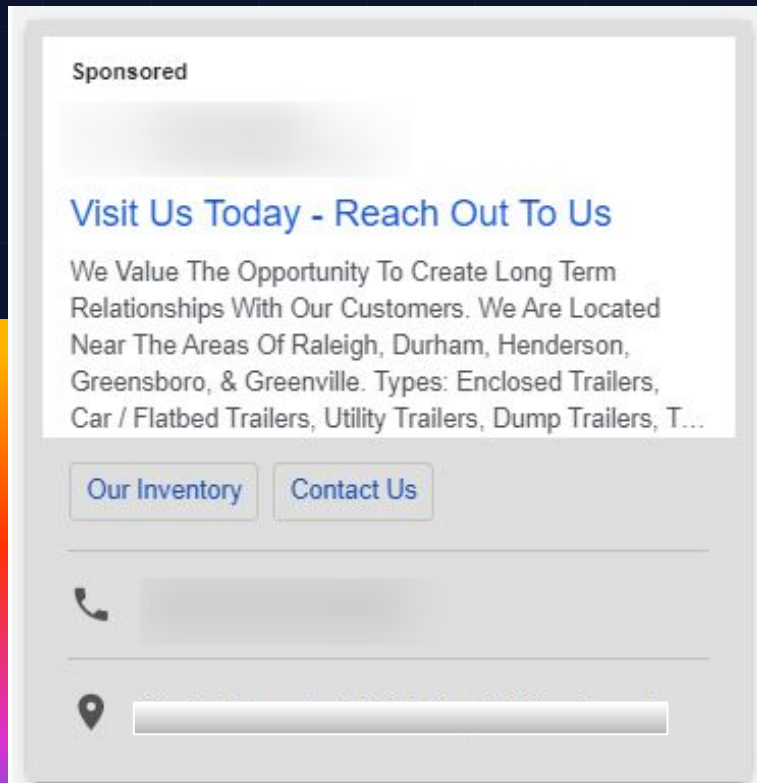


STRATEGY

Initially, we created targeted keyword and audience campaigns that generated quality leads but with a high CPL. To improve this, we paused call-only ads and optimized existing search campaigns, achieving a 7.22% CTR, a \$2.89 CPC, and a \$40 cost per conversion. This resulted in 390 leads with a \$2,000 monthly budget and a total cost of \$15,608. We then reintroduced call-only campaigns with website visits and tested various ad copies, bidding strategies, and budget allocations to maintain a consistent flow of high-quality leads.

BEST PERFORMING ADS

The best-performing ad had high engagement, featuring calls to action like "Call." It was optimized for visibility and engagement, significantly contributing to overall lead generation.

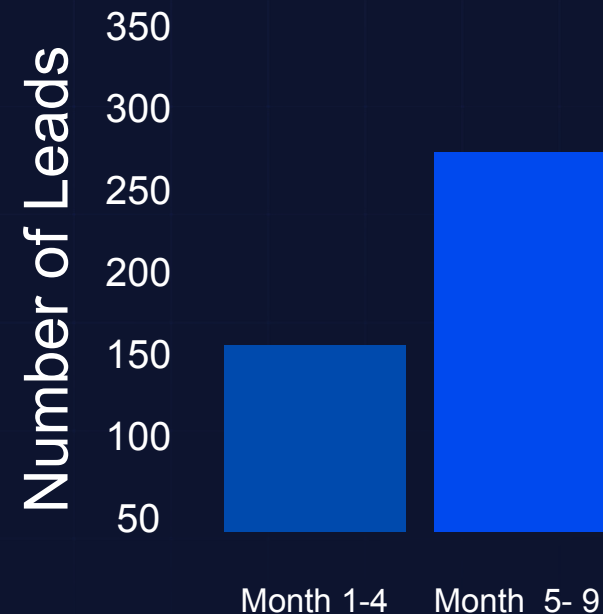


DETAILED RESULTS

Our strategic campaign optimization and continuous performance monitoring led to remarkable results. We successfully increased the number of leads while reducing the CPL. By implementing automated bidding strategies and incorporating business models and seasonal changes, we achieved significant improvements in lead quality and cost efficiency.

FINAL OUTCOME

Specifically, we increased lead generation from 162 leads in the initial months to 288 leads in the later months while reducing the CPL from \$81 to \$41.



Budget: \$2,000 Per Month

Location: North Carolina

CONCLUSION

Through a strategic and data-driven approach to Google Ads management, this business experienced substantial growth in lead generation while effectively managing and reducing costs. This case study exemplifies the power of targeted advertising and continuous optimization in achieving business growth objectives.

