

CASE STUDY

GOOGLE ADS

Boosting Leads by 182% and Cutting
Costs by 42% for a Fire Protection
Company

Fire Protection Company



OVERVIEW



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A fire protection company faced a significant challenge in optimizing their ads without exceeding their monthly budget. Through strategic optimization and continuous monitoring, we helped this client increase quality leads and reduce conversion costs.



ABOUT THE CLIENT

The client is a premier provider of fire protection services located in Anaheim, Orange County, California. They serve clients throughout California, offering top-notch fire safety solutions.



PROBLEM STATEMENT

The client needed to generate quality leads without exceeding their budget.

GOALS

The primary goal was to increase the number of qualified leads while maintaining a low cost per lead (CPL) to help grow the business.



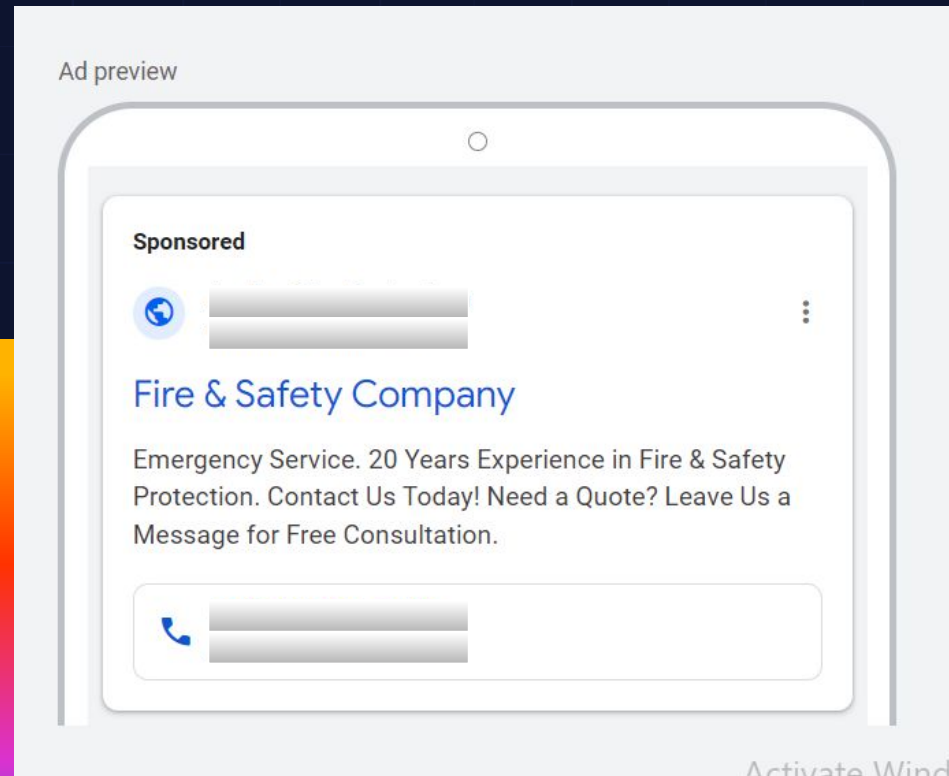


STRATEGY

To optimize the Google Ads campaigns for this fire protection business, search and call campaigns were created targeting relevant keywords and audiences. Initial general optimizations showed promise but required further improvement. A detailed analysis of services and audience behavior led to strategic adjustments, significantly enhancing lead quality.

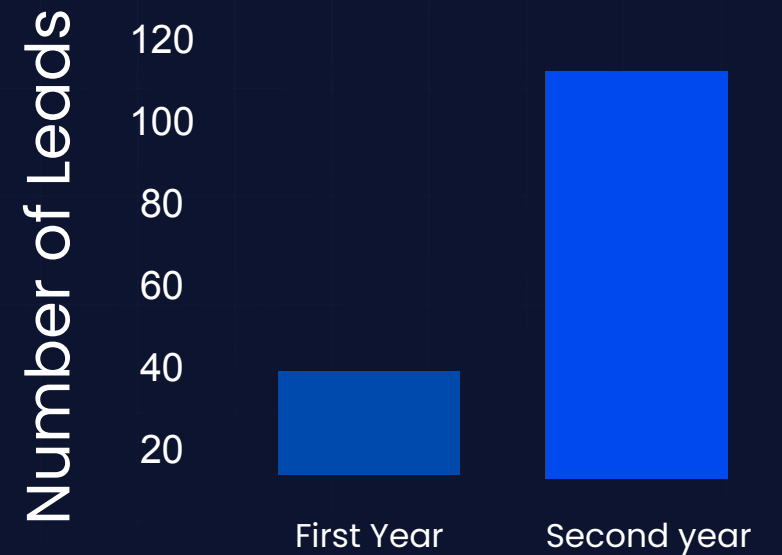
BEST PERFORMING ADS

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



DETAILED RESULTS

The campaign achieved a click-through rate (CTR) of 1.36% and a cost per click (CPC) of \$27.37, with a total expenditure of \$12,122.88. Over the project's duration, 152 leads were generated.



Budget: \$500 Per Month

Location: Orange County, California

FINAL OUTCOME

The cost per lead (CPL) improved significantly from \$118 in the first year to \$68 in the second year.

CONCLUSION

Traffic campaigns were aimed at generating quality leads with a lower CPL. Various bidding strategies were also implemented to optimize performance, ensuring a steady flow of leads to the business.

This case study demonstrates the importance of understanding the target audience and making data-driven adjustments for effective Google Ads management.

