

CASE STUDY

GOOGLE ADS

How This Dent Repair Company
Generated 185 Leads at \$22 Cost Per
Conversion with Google Ads

Dent Repair Company



OVERVIEW



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A reputed business provider of auto paintless dent repair services faced a significant challenge of generating quality leads at the lowest possible cost per conversion. This case study provides an overview of how the company gained leads over a span of 9 months while achieving a lower cost per conversion.



ABOUT THE CLIENT

The client offers expert auto paintless dent repair services, removing dents, dings, and hail damage from vehicles without affecting the original paint job. This method preserves the vehicle's factory finish and is often more cost-effective and quicker than traditional repair methods.



PROBLEM STATEMENT

Despite their initial efforts in setting up campaigns with carefully selected keywords and audience targeting, the cost per conversion remained higher than desired.

GOALS

The primary goal for this business was to attract more qualified leads while maintaining a low cost per conversion.



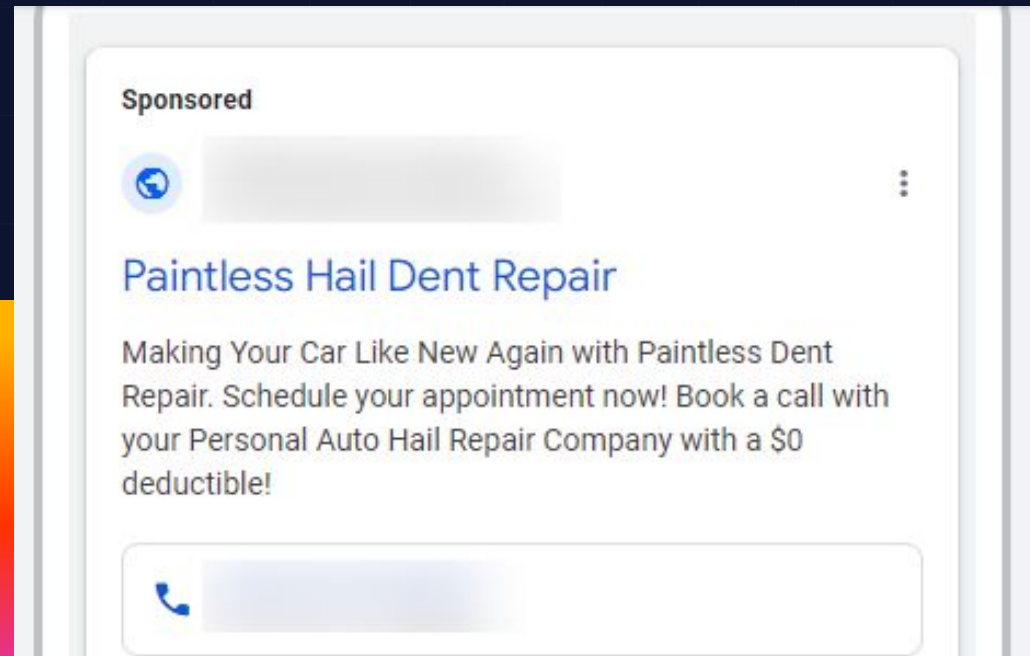
An illustration of two black chess pieces, a king and a rook, positioned on a colorful, abstract base. The king piece is on the left, and the rook piece is on the right. The base consists of several overlapping, semi-transparent shapes in shades of pink, orange, and blue. The entire scene is set against a dark blue background with a subtle grid pattern.

STRATEGY

The Google Ads campaigns began with selected keywords and audience targeting. Although they generated quality leads initially, the cost per conversion was higher than anticipated. Adjustments were made to target new locations, which reduced the cost per lead. Continuous monitoring ensured lead quality remained high while expenses were controlled. Search campaigns aimed to increase website visits and direct calls for immediate inquiries. After launching, optimizations, automated bidding strategies, and insights from clients on business operations and seasonal trends further decreased the cost per lead.

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.

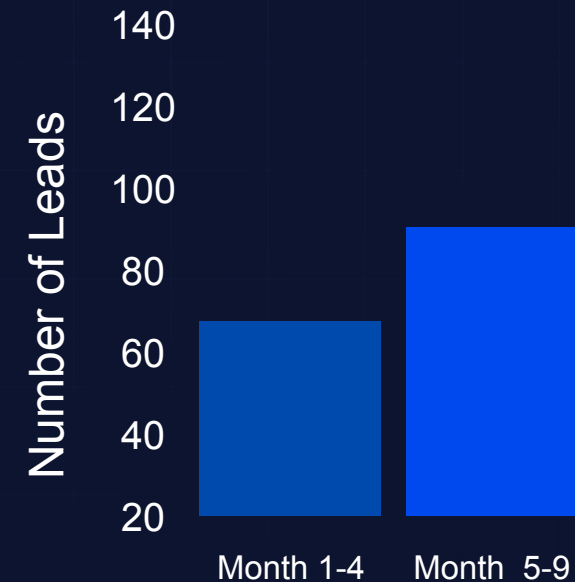


DETAILED RESULTS

The campaign achieved a Click-Through Rate (CTR) of 1.21% and a Cost Per Click (CPC) of \$8.51, resulting in a Cost Per Conversion of \$22. With a monthly budget of \$300, a total of 185 leads were generated over the course of the campaign. Significant increases in traffic were observed over different phases. The strategic use of varied ad copies, bidding, and budgeting techniques ensured a steady flow of leads.

FINAL OUTCOME

By focusing on high-quality leads and maintaining a low cost per lead, the Google Ads campaign demonstrates the effectiveness of precision targeting and strategic flexibility.



Budget: \$300 Per Month

Location: Dallas, Fort Worth

CONCLUSION

This case study highlights how a well-managed Google Ads campaign can drive significant business growth in a competitive industry. Through careful planning, continuous optimization, and strategic adjustments, this business achieved outstanding results. It underscores the importance of adaptability and client collaboration in effective marketing strategies.

