

**\$524,328**

**SALES REVENUE**

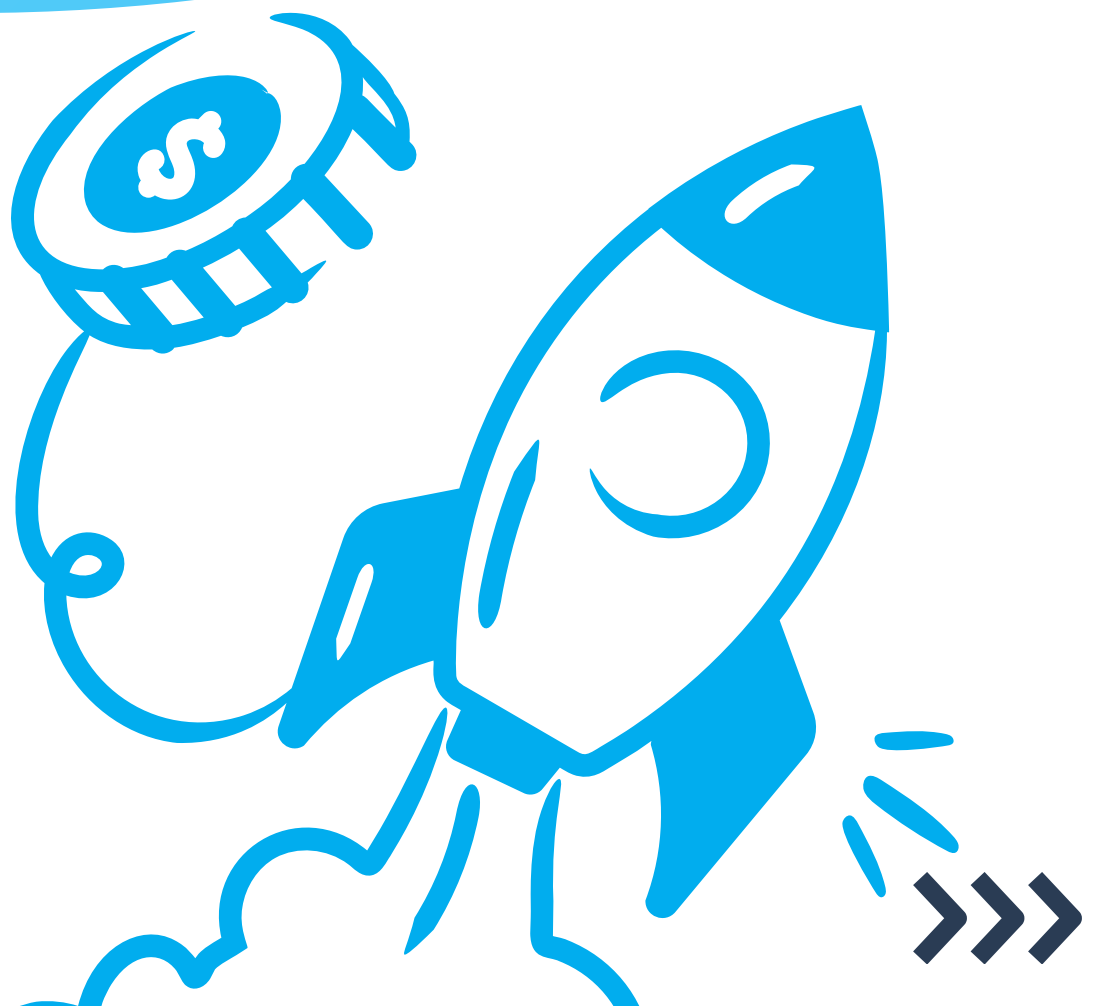
**\$94,299**

**ADVERTISING SPEND**

**556%**

**RETURN ON INVESTMENT**

**\$524,328 in sales  
generated in the  
first 5 months of ad  
management for IT  
company in the  
automotive industry**





## OVERVIEW

The client is an automotive technology company that was previously reliant on their network and partner referrals to get new clients. They had **difficulties finding consistent high-value leads** which made it **hard to forecast operations and scale effectively**.

The client had previously worked with other agencies that gave big promises but couldn't deliver. Their in-house marketing team had tried various outreach and advertising methods to generate leads and sales for their business but could not get the results they were looking for.

They came to us to generate highly qualified leads and sales to build a predictable and scalable pipeline, which would allow them to better forecast operations and invest in various tools and new hires to scale their business.

They chose Annex IT Marketing due to our proven track record of driving highly profitable results and increasing sales exponentially for our clients in the IT industry.



## CHALLENGES

Before partnering with us, the client was previously running advertisements on Google but did not have the account properly set up to track leads generated from ads and was not getting the results that they had hoped for.

They were aware that Google Ads had the potential to be one of their best-performing channels and give them the growth that their business was looking for.

When the client began working with us, they were wasting ad spend fast and were unable to generate new clients profitably.

This imposed a great responsibility on us given that we didn't have much time to get their account on the right track. Also, they were ready to significantly increase their monthly budget from just over \$3000/month to over \$20,000/month if we could start producing the leads they were looking for.

This meant that we first had to substantially increase the lead quality and then profitably increase the ad spend to meet the amount they had budgeted for advertising.

# SOLUTION / STRATEGY



Once we looked into the account, we determined that doing a thorough review of their entire account and marketing strategy was the smartest way to begin. We then determined the steps to help the client reach their goals and make a profit.

During the account audit, which we conducted at no cost to the client before initiating our work, we pinpointed shortcomings in the existing settings and identified areas with potential for significant growth.

We also conducted a thorough analysis of the company, its target market, USPs, and competitor landscape to create a profitable and scalable strategy to move forward.

At the start of management, we first began by fixing the issues they had with conversion tracking, so we could get an accurate picture of their advertising efforts. We established communication with their sales team, so they could provide us with feedback on the leads generated as well as important metrics for us to track profitability such as lead-to-sale conversion rate, average sale price, and customer LTV.

We also optimized and set up the account to ensure we would have a strong quality score, which ended up allowing the client to get better ad positioning than their competitors at a lower cost per click.

Once we had their conversion tracking set up and the marketing plan ironed out we launched search campaigns, thus focusing on those who were looking for the services they were looking to promote.

We also created other media campaigns, which gave wider coverage not only in the search network but also in the display network, as well as YouTube.

Also, on our part, we used the full range of ad extensions in all campaigns (search and media), which revealed all the USPs of the business and encouraged the user to take action on the site. This gave them a competitive advantage and great results. We filled in all the numerous ad headings that were most relevant to the client's business, which were then improved upon, taking into account user requests and their search needs.

We also studied the history of the advertising account to detect errors and find growth points. Our task was to use all the possibilities of Google Ads and its machine learning capabilities to ensure optimal ad ranking and to help the client outperform their competitors in search and media traffic.

We were in regular contact with the client and their team, getting feedback and making adjustments when necessary.

Since we were generating leads for the client's sales team to close, the sales team would relay the sales numbers regularly, so we could get an accurate picture of the account's performance.

# COMPLICATIONS



The client was ecstatic with the early results and made an aggressive push to scale further by sharply increasing the ad budget.

This required several decisions from us to make this process as flexible as possible. The client also changed the site URL, which led to a lot of restructuring in the account. This required flexible adaptation of the account settings and strategies to increase the profitability we helped them achieve.

## RESULTS (FIRST 3 MONTHS)

### Month 1

The first month consisted of research, tracking + account setup and campaign creation. Once the research was conducted, the accounts were set up, and the campaign was created, we were ready to launch. Once launched we began to collect data, which allowed us to train the machine learning and conduct various A/B tests to determine the optimal strategy to scale moving forward.

### Month 2

Here are the results from month two (the first month once the account and tracking were set up):

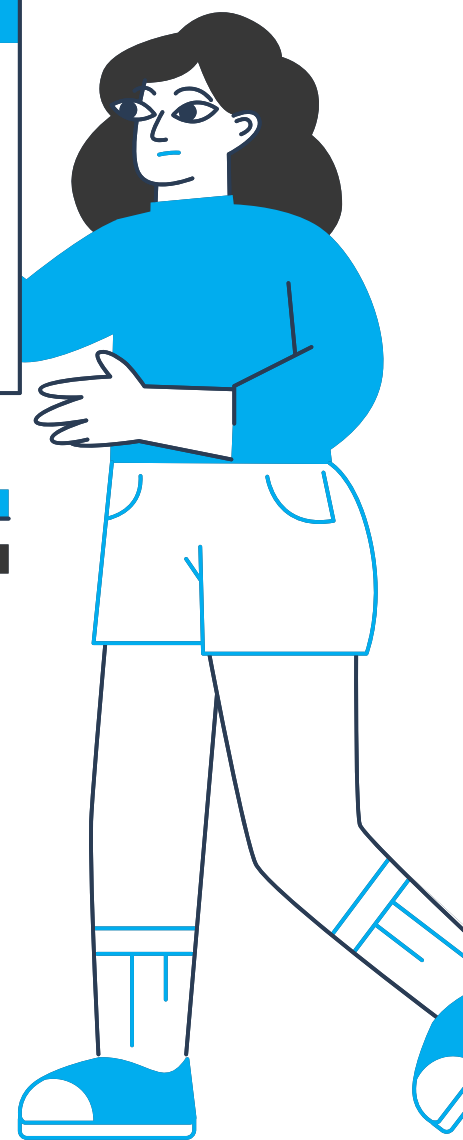
The second month of management was a success, bringing in \$124,984 in sales on only \$7,971 in advertising spend. A return on investment of 1568%.



### Month 3

The third month brought in \$198,818 in sales on only \$28,431 in advertising spend. A return on investment of 1568%.

Results (\$524,328 in sales generated in the first 5 months of ad management).



# MONTH 1-5

The first 5 months were a massive success with **\$524,382 in sales generated** since the launch of the campaigns.

- **TOTAL SALES GENERATED WAS \$524,328.**
- **\$94,299 IN TOTAL WAS SPENT ON ADVERTISING.**
- **556% ROI ACHIEVED**



**We look forward to continuing to scale the client's Google Ads account, in addition to the launch of advertising on Meta and LinkedIn.**