

## CASE STUDY:

### CLIENT COMPANY

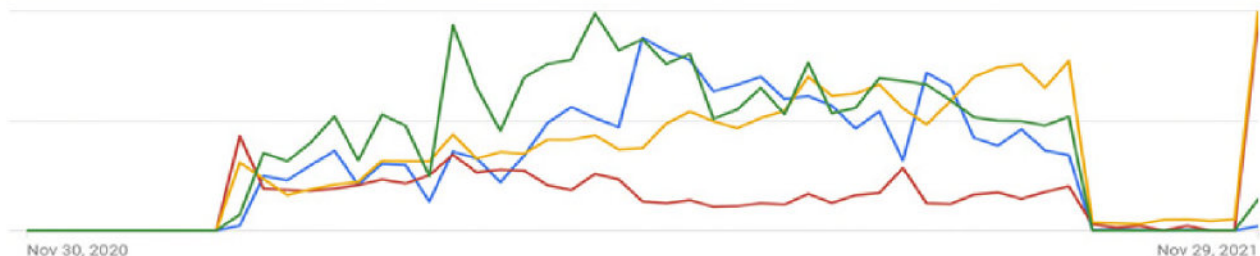
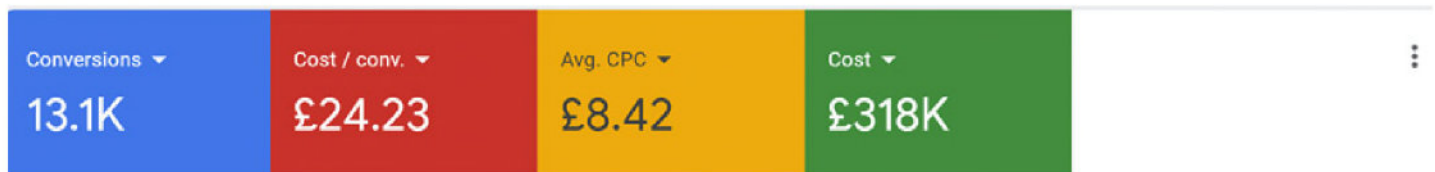


#### CLIENT GOALS:

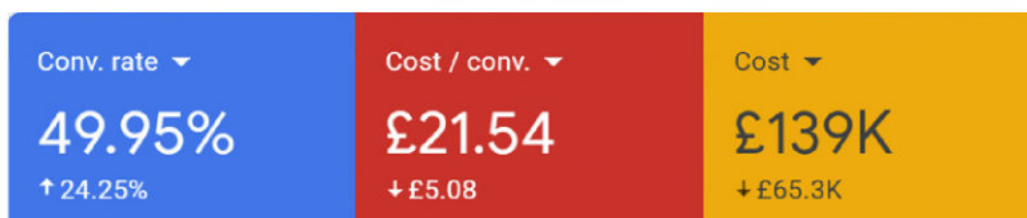
To lower the overall CPA while increasing the volume of leads. The client's goal was to receive the highest quality lead, at a low cost per acquisition while maintaining lead volume.

### CLIENT RESULTS:

Created custom Google Search campaign resulting in more than 13,000 leads at a cost of £24.23 a lead in the first year.



Ongoing optimization in Q3 & Q4 of 2021 resulted in a 24% increase in conversions rate, while reducing the CPA by £5.08, Reducing the overall cost of the campaigns while maintaining volume.



## CASE STUDY:

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### HOW WE DID IT:

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- A/B Split Testing of Ads
- New More Consumer Centric Ad Copy
- In-Depth Keyword Research and Search Query Optimization
- Extensive Daily Negative Keyword List Creation
- Creation of invalid click blocking system
- New Google Analytics Reporting
- New Call Tracking Reporting with Call Recording and Instant/Daily/
- Weekly/Monthly report to client for sales optimization
- Feedback loop communication system with his team and our marketing manager
- Strict adherence to google search and search partner channels (High intention)