

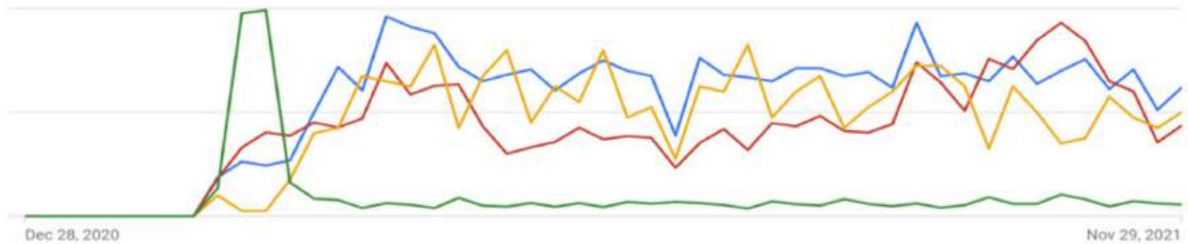
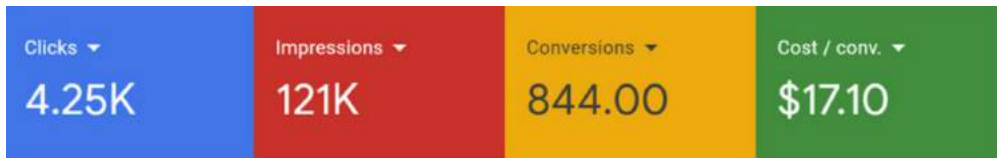
# CASE STUDY:

**CLIENT COMPANY:** [Redacted]

**CLIENT GOALS:** Create a predictable lead generating machine, while maintaining a cost per lead of under \$20.

## CLIENT RESULTS:

Created custom Google Search campaign resulting in more than 800 leads at a cost of \$17.10 a lead in the first year.



Ongoing optimization in Q3 & Q4 of 2021 resulted in 122 more conversions compared to Q1 & Q2, while reducing the CPA by \$1.25.



## 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)

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### TESTIMONIAL:

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“I saw a FB post about Google AdWords strategies so I messaged the speaker. 15 minutes later we were having an in-depth phone conversation about strategy and getting the most marketing bang for my buck. I was impressed with Nikitas”

**CHRIS CHRISTOPHERS**  
OWNER, REALTOP MARKETING