

Case Study

Garage Organization Company

Challenge

The client faced two significant issues:

- Struggled to maintain a conversion rate over 2%.
- High traffic to the site but not converting enough leads consistently.

Results

(Apr-Jul 2024 vs. Dec 2023-Mar 2024)

1

202% increase in monthly average leads.

185% increase in conversion rate.

508% increase in click-through rate.

Phase I

Streamlining and Optimizing Campaigns

2

Phase II

Enhancing Targeting with Google Ads

3

Ongoing

Optimizations continue to see improvements as we fine-tune targeting and creative elements to sustain growth and maximize ROI.

4

- **Landing Page Overhaul:** We created a dedicated landing page to better control the messaging and encourage users to sign up for their done-for-you services.
- **Campaign Cleanup:** Removed underperforming campaigns to focus on higher-value prospects.
- **Re-introduced Search Campaigns:** Relunched search ads to capture relevant traffic.
- **Messaging Revamp:** Ad messaging was updated to target their ideal customer profile (ICP), focusing on highlighting compelling benefits.
- **Keyword Optimization:** Removed low-performing keywords that showed low intent, improving relevance.
- **Leveraging Client Lists:** Used client data segments to optimize search campaigns toward high-intent leads.
- **Regional Focus:** Identified and allocated more budget to high-performing regions to maximize return.
- **Budget Optimization:** Shifted budget away from low-performing areas to ensure efficient ad spend.

