

Steel Building Manufacturer

A top-tier steel building manufacturer for residential and commercial use, partnered with Utopiads to launch data-driven PPC campaigns on Google, Meta, and Bing to drive lead generation and sales.



Solutions

- Precision targeting to key regional markets
- Multi-channel PPC across Search and Social platforms
- Conversion-optimized landing pages for form fills and calls
- End-to-end lead tracking via CRM and reporting dashboards

Strategy / Approach

- Launched targeted Search campaigns on Google and Bing for high-intent steel building queries
- Ran Meta lead form and Messenger ads to capture mobile users efficiently
- Built custom landing pages optimized for calls and form submissions
- Integrated CRM and created dashboards to track leads by region and source



Conclusion

By unifying strategy, tracking, and creative execution across platforms, the Steel Building manufacturer significantly increased lead volume, improved cost-efficiency, and gained clear visibility into campaign performance—enabling scalable optimization and smarter decision-making.

Sales Growth YoY

18%

Form Fills - Meta Ads

17,689

Form fills - Google & Bing

1,601

Sales Calls Generated

829

Average cost per lead

35\$

Challenges

- Insufficient lead volume to keep sales reps busy
- Low conversion rates on clicks
- Inability to track which ads led to closed deals
- Difficult reporting across multiple North American regions