

# Increasing Ad Spend Efficiency

## THE PROJECT

Running optimized Google Ads campaigns that result in greater ROI

## CAMPAIGN STATS

60%

increase in clicks on  
the first month

20%

increase in  
sign-ups

\$6.5K

amount saved from having  
campaigns with better ROI



# Taking out advertising guesswork

## CLIENT STORY

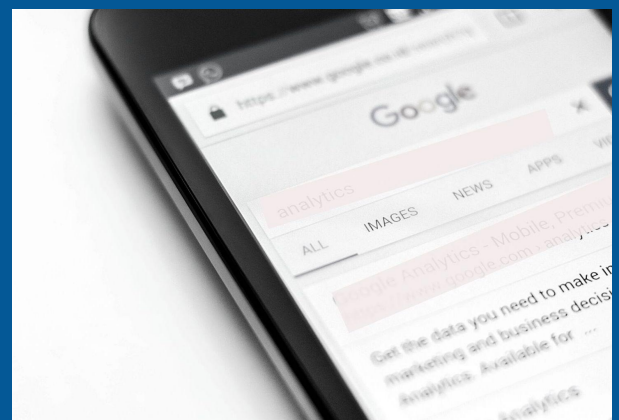
This client operated in the industrial storage supply space. They held a modest portion of a competitive market. Feeling pressure from the competition, they understood the value of incorporating Google Ads in their marketing strategy. Unfortunately, the in-house experimenting had been costly. Their current campaigns were resulting in \$38 per sign-up, with their cost per click at \$17.

## THE GOAL:

### Run ads that convert

As the client operated in a very specialized market, the decision to utilize Google Text Ads made perfect sense. Ready-to-buy website visitors was exactly what they needed. The problem was the inefficiency of campaigns was driving up their acquisition cost.

The team wasted no time analyzing the current campaign results. This made it easier to determine what parts of it could be strengthened.



---

# THE SOLUTION

After reviewing the client's current Google Ads campaign, the team proceeded to work on its strategy that focused on the ad copywriting, landing pages, and keyword selection.

First, the copies of the ads were re-written to ensure that the quality score would increase. Quality score is how Google rates the relevance of an ad. Higher scores translate to lower cost per click and cost per conversion.

Second, the text on the landing page was revised. This was to ensure higher chances of conversion. The team made sure that a potential customer that got to this point of the buying process understood what they were being asked to do on the page.

Third, keywords for the campaign were carefully reviewed. Those that were underperforming were taken out. Meanwhile, competitors' keywords were included in the mix. This incorporated brand keywords, such that the client's ads would appear to anyone who searched for their competitors. In addition to this, negative keywords were used in the campaign. Ads would not be shown to people who were less likely to make a purchase.

## RESULTS

120

total conversions

\$800

savings on the first month

10%

portion of conversions that  
resulted from targeting  
competitor's keywords