

Case Study

Google Ads: Consumer Products

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Google Ads



Challenge(s)

Discovered before starting the program:

- Client was driving traffic to a dealer location landing page but only had partial tracking in place
- Landing page was not tracking any ad engagements and was only recording a percentage of actual leads
- Cost per lead was relatively high (\$100 range)
- Display ads were driving clicks but very few signals
- Most campaigns had less than 10% ad share

Solution

Goals of the new program:

- Improve CPA with ad creative optimization using new formats and fewer keyword targets
- Improve tracking to capture more signals for Google Ads bid strategy
- Include engagement goals to improve Display optimization
- Increase awareness for peak season
- Improve ad share above single digits
- Improve geographic targeting

Results

██████████_thank_you

Feb 1 - Apr 30, 2024

76.00

62

Feb 1 - Apr 30, 2023

59.00

49

% change

28.81%

26.53%

Results

- 28% increase in lead activity
- 25% increase in ad impressions for the same budget
- Non-brand ad share increased to 20% YOY with the same budget
- Cost per lead dropped to \$40 vs \$60+ YOY

Thank You

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