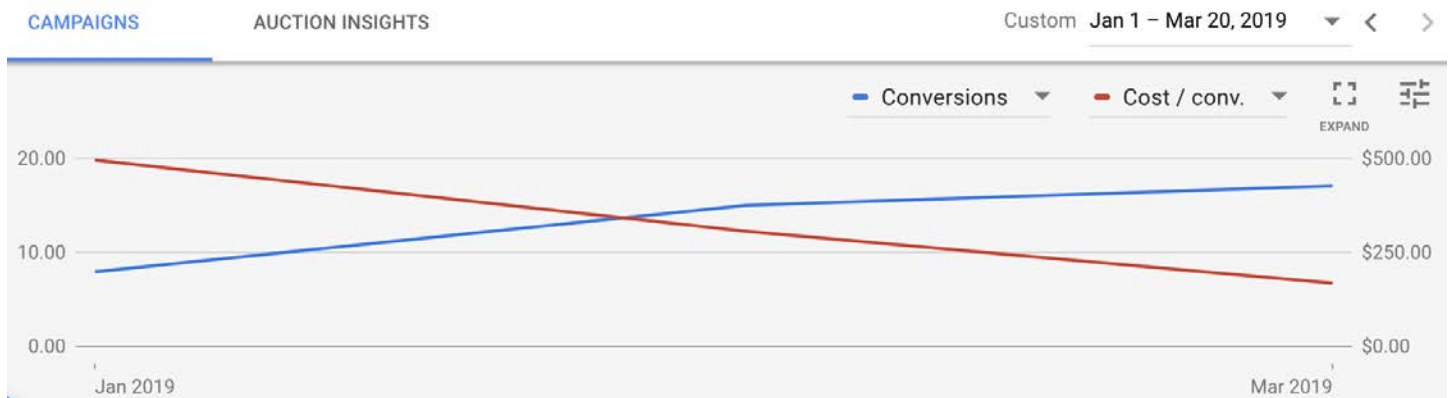


## Law Firm



**Company Goals:** This law firm approached us with a Google Ads account that had been active for a year but wasn't getting the kind of results that the law firm would like. The month before we started managing this account, the law firm received 8 leads with an average CPL of \$439.86. The goal then was pretty simple: increase lead volume while simultaneously lowering the average CPL to \$225.

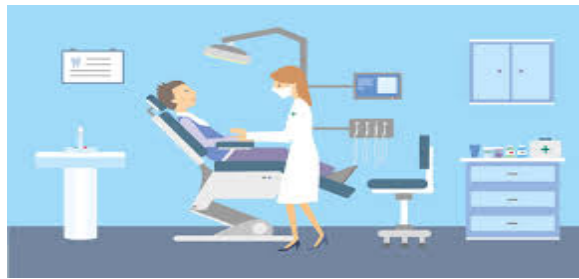
**Build:** Our extensive experience in legal marketing ensures that every legal build runs smoothly, and this legal account was no different. Not only were we able to draw from the experience we have in this industry, but we were also able to take advantage of the year's worth of data that was already in this account. The search history in this account allowed us to put together a strong list of initial KWs, as well as a list of over 1300 negatives to ward off unqualified leads. We were also able to improve the ad copy by adding a 3rd Headline and a 2nd Description. This addition alone gave us an extra 120 extra characters, which we used to highlight the law firm's outstanding track record and emphasize their USP.



**Launch & Optimization:** During the first week of actively managing this account, the CPL dropped 45% to \$240.27, and after another week of optimizations, we were able to get the CPL beneath the target CPL of \$225 (the account is currently bringing in leads at a CPL of \$116.95, which is great for legal firms, given the high Cost-Per-Clicks in this vertical). As the chart above also illustrates, we were able to drastically increase the amount of leads that this law firm was receiving. Compared to the 30 day period before we started management, the first 30 days of our management saw a 188% increase in lead volume.

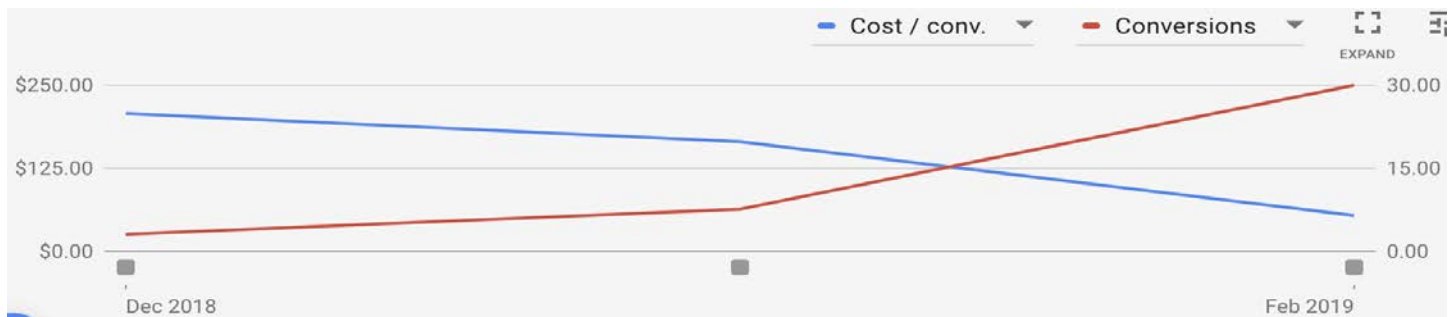
**Outcome:** Our mission is to provide clients the opportunity to grow with peace of mind. The first step in that process is making sure that clients are happy with the results that are coming in from the money that they're spending on digital marketing. In the case of this law firm, the client was very satisfied with the huge improvement they saw in lead volume, lead quality, and CPL, and as a result they've been more than happy to stick with digital marketing. As this example shows, steady PPC results can go a long way in helping clients to continue growing their business with peace of mind.

## Dental Office



**Company Goals:** This dentist office had never advertised on Google Ads before, and they wanted to see if PPC could help them gain more clients. With an Average Customer LTV of \$8,000 and an Average Closing Rate of 15-25%, the client expressed a desire to achieve a Target CPL of \$400.

**Build:** While there was no existing data in this account, our extensive experience in the dental industry allowed us to put together a thorough campaign. We were able to pool together the data we've gathered from similar dentistry practices in order to target the highest-quality keywords while simultaneously excluding search terms that never convert well for dentists. After customizing the keywords to match the specific location, services, and hours, we then put together some copy that highlighted what was unique about the dentistry. Putting together the ad copy for this account was super fun because both the spa-like experience of the dentist office and the awesome documented results were both great selling points that we were confident would convert straight out of the gate.



**Launch & Optimization:** Our experience working with dentistry practices really paid off with this account, as we were able to obtain immediate results and quickly optimize the account in order to increase conversions while simultaneously decreasing the cost/conv. In fact, the numbers here are a little misleading, as we were actually able to obtain way more leads than Google was able to track. The reason for this discrepancy is that Google does not currently record call conversions that come from location extensions. In the case of this account, 40% of our leads came from location extensions, so we had to formulate a suitable way of reporting our success to the client. The way we did was this to provide a detailed call-log of every phone call that the client received through Google Ads, which was a solution that the client was very happy with.

**Outcome:** During the month of January, we were able to achieve 74 leads with a CPL of \$17.94 (well above the initial Target CPL of \$400) and the client was so pumped about these results that they expressed a desire to explore other PPC advertising platforms. Enter Dylan Carpenter, our Facebook Guru. Starting in February, this dentistry started advertising on Facebook with killer results. As is often the case, success in one advertising platform encourages a client to want to advertise in other advertising platforms, thereby increasing their revenue. We're always super excited to be a part of that journey.

## Psychology Group



**Company Goals:** When we inherited this account, the psychology group had been advertising on Google since February 2015. Prior to our management, the account had spent over \$38k and received 9 conversions with an average CPL of \$2.78k. Given that this CPL is incredibly high, our goal was to rebuild the client's trust in PPC advertising by demonstrating that we could get high-quality leads at an affordable price.

**Build:** While there was definitely room for improvement in every aspect of this account, we quickly realized that one of the major issues was with the client's website, given that there were no form fills, the messaging was too general, the links were broken, and the main offer (a free consultation) wasn't explicitly stated. Enter our Landing Page experts. In order to increase conversion rates, we put together a great Squeeze Page with clear CTAs, targeted content, form fills, and other important features that turn webpage traffic into leads. In addition to a new Landing Page, we built a strong ad campaign with a comprehensive keyword list, over 1000 negative keywords, and messaging that highlighted the benefits of the psychology group's services.

Year ↓	Cost ▼	Conversions ▼	Cost / conv. ▼
2019	CA\$1,987.36	48.00	CA\$37.09
2018	CA\$5,601.41	1.00	CA\$5,345.81
2017	CA\$10,248.58	5.00	CA\$2,037.81
2016	CA\$11,932.66	3.00	CA\$3,152.64
2015	CA\$10,786.71	0.00	CA\$0.00

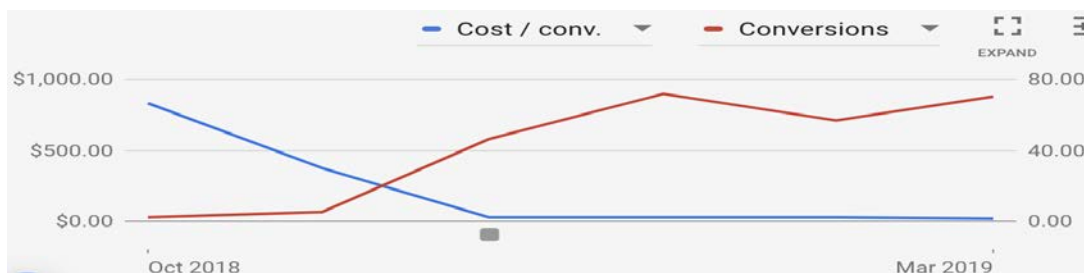
**Launch & Optimization:** We launched the new campaign at the beginning of January 2019, and even though the campaign account has only been running for a few months, we've already gotten better results than the client ever dreamed of. After spending \$5601.41 for a single lead in 2018, the psychology group was amazed when they saw a 4700% increase in Lead Volume with a 99% drop in Cost Per Lead. Although the psychology group had at first been hesitant about advertising on Google, these great results encouraged them to continue allocating a portion of their monthly ad spend to PPC.

**Outcome:** The steady stream of leads that resulted from our ad campaign was very exciting for this psychology group, and they were especially impressed by how granular we could be with our keyword targeting. Rather than simply targeting broad searches for "psychotherapy" or "mental health," we were able to utilize the client's ad spend more effectively by bidding on specific, long-tail KWs such as "Toronto child psychologist" and "counseling for couples" which resulted in high-quality leads who were actively looking for the services that this psychology group specializes in. By creating a frictionless exchange between the psychology group and potential clients, we were able to allow the psychology group to reach the audience that they want to serve. The growth that resulted is what we strive to facilitate with all of our partners.



**Company Goals:** When this furniture store approached us, they'd already been running Google Ads for a year. Over the course of that year, they had built 5 separate campaigns, but none of these campaigns had garnered the results they had wanted. The month before we started managing the account, the campaigns had only generated 2 Leads with an average Cost Per Lead at \$832.05. This low lead volume and high CPL had encouraged the company to reach out to us, and after an audit of the account, we were confident that we could bump down the CPL and boost the number of leads.

**Build:** One of the first things we noticed during our audit was that the company was getting a lot of traffic from people searching for clothing fabric. This was due to search terms like "Designer Fabrics" which were not specific enough to target users who were interested in the types of fabric that this furniture company sells. Another reason that this account was hemorrhaging money on unqualified clicks was because there were only 15 Negative Keywords in the entire account. Thus, our major initiative in rebuilding this account was to compile a list of specific long-tail KWs that captured the products and services that this company offers; we also focused on excluding unqualified traffic with a thorough list of negative KWs. After running some volume estimates, we came up with a list of 38 KWs that we were confident would drive qualified traffic to the website. In addition, we compiled several hundred negative KWs and wrote some ad copy that highlighted the client's years of experience and expertise.



**Launch & Optimization:** As the chart above illustrates, we saw a steady drop in CPL and a steady rise in lead volume once we launched the new campaigns at the end of November. Moving forward, these trends have continued over the course of several months. During the month of March, we achieved 70 Conversions with an average CPL of \$22.65, which marked a huge improvement over the 2 conversions that the account received at an average CPL of \$832.05 during the month before our management.

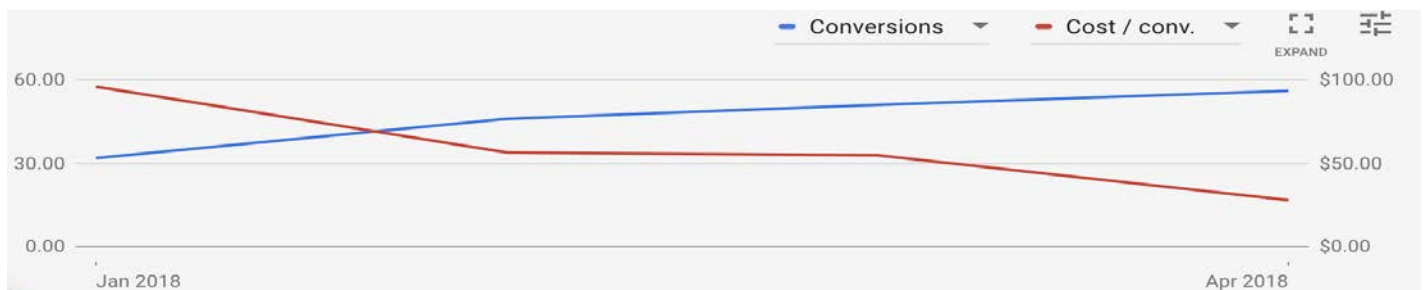
**Outcome:** Needless to say, the client was super pumped to see a high volume of qualified leads rolling in at such a steady and affordable rate. As a result, their phone started ringing a lot more and the amount of business they were receiving increased substantially. This increase in leads not only helped drive people to their store, but also triggered dozens of awesome Google reviews from satisfied customers. By handing their Google PPC over to us, we were able to increase their customer base, which allowed the furniture store to focus on what they do best: custom furniture design and upholstery. If you think that your company could benefit from similar results, get in touch with us today!

## Printing Company



**Company Goals:** When we inherited this account, this printing company had been running Google Ads intermittently for the past 4 years, but they were eager to start seeing consistent results. The month the account was handed over to us the Cost Per Lead (CPL) was \$96.21 with 31 conversions. That's not bad for a printing company, but we were confident that we could do better. We realized very quickly that the account was hemorrhaging money on broad KWs for real estate signs and not taking full advantage of all the offerings of the printing company, such as T-shirts and brochures. Given that we felt this company would be a great fit as a partner, we were super excited to get started on the account.

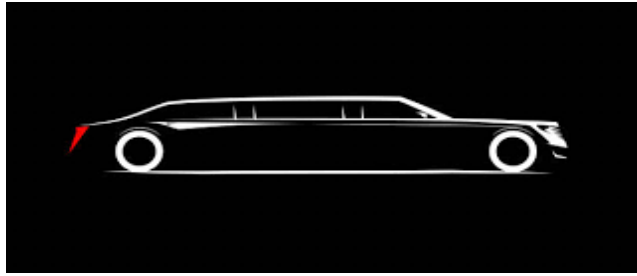
**Management & Optimization:** While we did end up rebuilding this account, our first goal was to enact a smooth transition to management so that we could get some quick wins for the client. Through our standard optimization process we were able to achieve this goal during our first full month of management. In less than thirty days we decreased the average CPL by 41% while simultaneously increasing the number of leads by 43%. Meanwhile we were working hard on rebuilding the account so that we could produce even better results. As we began to integrate these newly built campaigns, we saw even more improvement in the account, and after having managed the account for just three months, we had knocked down the CPL to \$27.54 and were able to get 56 leads during the month of April. This amounted to a 71% decrease in CPL and a 44% increase in lead volume.



**Outcome:** Needless to say, this huge improvement in performance led to great results for this printing company, and after seeing the extent to which Google Ads was helping them to reach more customers and expand their business, they were eager to start exploring other PPC platforms. Facebook seemed like a natural fit, so we got our Facebook Team to build out some campaigns and allocated this boost in ad spend to Facebook PPC. Over a year later, both the Google and Facebook accounts are still killing it, and this printing company has continued to expand its business. Understanding the ins and outs of our clients' companies is important to us, because we know that familiarizing ourselves with each company is pivotal to offering unique and effective marketing strategies. In the case of this account, our attention to the company's vast panoply of offerings set the foundation for an effective targeting strategy, and this added revenue has allowed them to expand their offerings. Knowing that they can always count on us to effectively market their new products has allowed this printing company to focus on what they do best and grow with peace of mind.

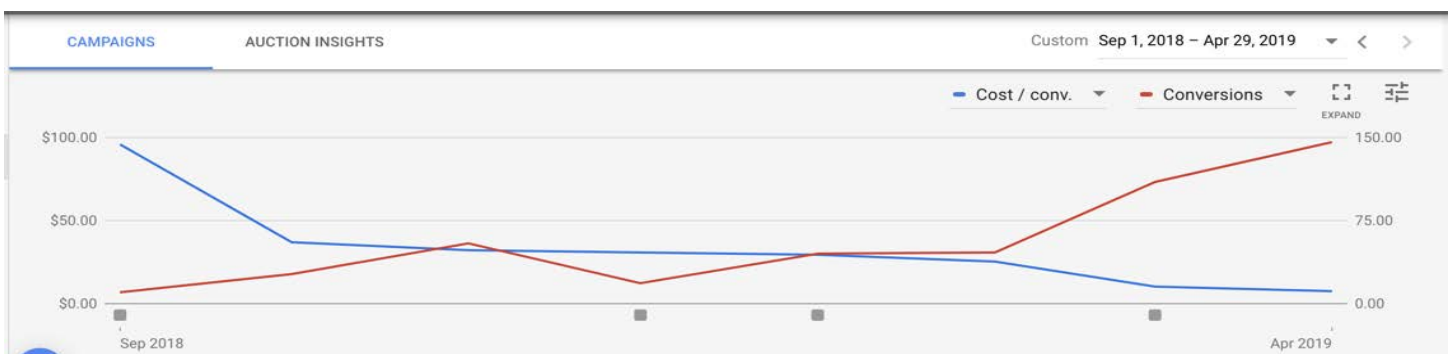


## Limo & Shuttle Service



**Company Goals:** In late September of 2018, we inherited a Google Ads account that had been running since August. During the first month, the campaigns hadn't been able to generate any leads, and during the second month, the Cost Per Lead was at \$95.58, which was way too high. As a result, this Limo and Shuttle Service paused the account and asked us to take a crack at it. The first priority was to bump down the CPL. After that, the goal would be to scale conversions and go after higher-revenue leads.

**Management, Optimization, and Rebuild:** By the end of our first full month of management (November), we had achieved our first goal by significantly decreasing the CPL by 61% to a much more reasonable average CPL of \$32.34. Over the next couple months, the average CPL continued to decrease, but the management issues of the past continued to shade the company's perception of Google Ads, and by February, they had expressed some concerns and were debating whether or not to cancel their PPC services. However, after meeting with the account's manager, the company decided to stick with Google Ads due to what the company referred to as the manager's "exceptional professionalism and knowledge in his field." In addition to retaining the client, what resulted from this call was a decision to rebuild the account based upon the data we had gathered over the past few months. Previously, the campaigns had focused on limos, but we decided to shift the keyword emphasis to buses in order to increase conversions and gain higher-revenue leads. In addition, we put together some new ad copy and reworked the conversion tracking for better reporting. All of these changes resulted in a 125% increase in recorded conversions and a 55% decrease in CPL. Within 4 months of management, we had accomplished all of our original goals and were ready to continue honing in the campaigns through our standard optimizations.



**Outcome:** After seeing the steady growth that took place over the course of several months, this Limo and Shuttle Service was more than happy to continue their PPC services. Our agency not only prides itself on our PPC skills, but also on our ability to offer astonishing client experience. By setting and managing expectations, communicating clearly and effectively, and responding in a timely manner, we let clients know that their PPC accounts are in good hands. This is one of the many advantages of extending your digital marketing into Google Ads: you not only generate high-level marketing results, but you also gain an entire team of individuals who are invested in the growth of your company. If you'd like to learn more about how Google Ads can help your company to grow, our digital marketing experts would love to talk to you!

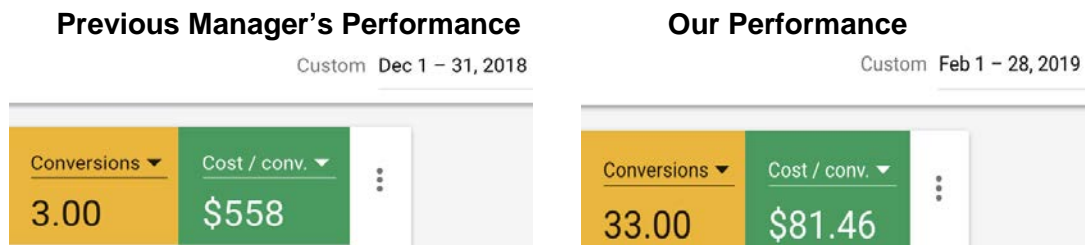
## Truck Financing Specialists



**Company Goals:** After spending \$17.4k over the course of a year in Google Ads, this truck financing company understood that PPC could help to grow their business, but they sensed that another PPC manager might get them better results. The month before we took over the account, the truck financing company received 3 leads with a CPL of \$557.57. Not only did the client want to increase lead volume while simultaneously lowering CPL; they also wanted to get higher-quality leads, as many of the leads throughout the year had not turned into paying customers.

**Analysis:** After auditing this account, we were confident that we could improve on the results. The previous manager had wasted a lot of ad spend by running ineffective Display Campaigns, targeting competitor KWs, running too many non-finance KWs, and signaling less than 100 negative KWs. In addition, the ad copy didn't take full-advantage of all the space that Google allows, as many of the ads only had one headline and one description, as opposed to three headlines and two descriptions. This meant that we had an extra 150 characters to work with in order to market to potential customers. Needless to say, we were super pumped to take advantage of all these opportunities for improvement.

**Implementation:** Because we had a year's worth of data to look at in this account, the build-process ran very smoothly, and we didn't have to do a ton of guesswork—we were confident in our keywords, our geotargeting, our ad copy, and our negative KWs. While we knew that the account would run well straight out of the gate, the initial results were even better than we'd expected: during our first full month of management, we got 33 conversions with an average CPL of \$81.46. Needless to say, the client was very pleased with these results. In comparison with the previous month, we had boosted lead volume by 1000% and decreased the CPL by over 85%.



**Outcome:** Once the truck financing company saw this huge increase in ROI, they were willing to increase their budget by 40% for the following month, and they plan to continue increasing the budget in the months to come. Sometimes there are multiple factors that play into a success story, but sometimes the success of an account can be summarized in the numbers alone. In the case of this finance company, they were more than happy to continue working with us and increasing their ad spend once they saw a massive improvement in lead volume, lead quality, ROI, and revenue.



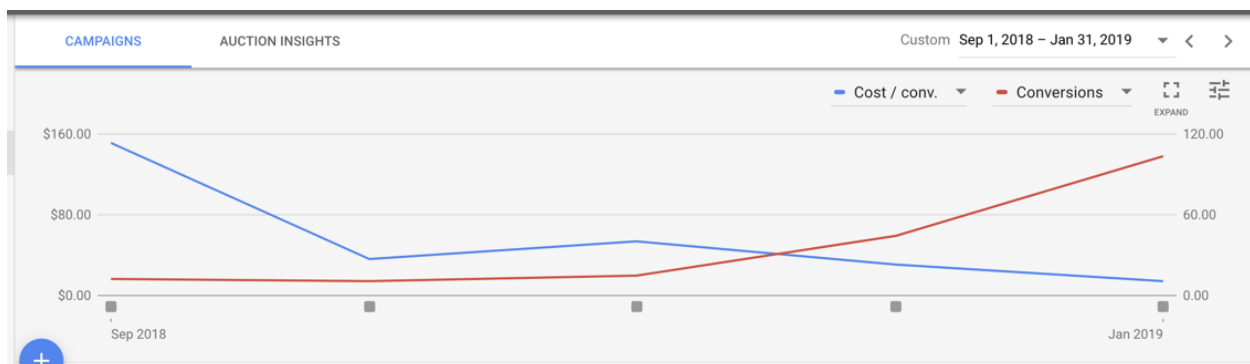
**Business:** Tree Company

**Company Goals:** Starting out, the primary goal for this tree company was to acquire more local leads for the company's four primary services: tree removal, tree trimming, stump grinding, and arboriculture.

**The Challenge:** This company had been using Google Ads for about a year when they handed the account over to us. Over the course of that year, they had spent \$21,183.04 for 124 conversions, which amounts to \$152.72 per lead. The company was understandably unhappy with these results: they wanted to substantially increase the volume of leads and cut down the cost-per-lead to \$30.

**Analysis:** We love data, so we were super pumped to get our hands on this tree company's account and start sifting through all the data they'd accumulated over the past year. After analyzing this data and conducting our own keyword research, we were able to build a brand-new campaign with high-quality keywords, a thorough negative keyword list, granular geotargeting, optimized bids, and ad copy that both highlighted the company's services and aligned itself with the company's overall persona and messaging.

**Implementation:** During the first couple months of the new campaign, we were able to achieve a steady stream of leads at \$48.38 per lead (already much better than the \$152.72 CPL that was present when we inherited the account) but we still weren't satisfied with the volume of leads and knew that we could continue to bump down the CPL through optimization. More importantly, we had gathered enough data on our original campaigns to know what was working well and where we could improve. After implementing a new search campaign, running a new set of ads, and conducting our standard optimizations, we were able to triple the amount of leads we were receiving while simultaneously bumping the CPL down to \$31.05. The following month we saw a further increase in lead volume and were able to achieve an incredible \$14.77 CPL.



**The Outcome:** After only a few months of us managing this tree company's PPC account, they were generating so much new business that they were able to take this added revenue and expand their services into the mulch industry. As a result, the agency received high-praise from the owner of the tree company, who told the agency that their unique marketing approach was a refreshing break from



the cookie-cutter service that he had received from other agencies; he also expressed gratitude that the agency had taken his company in the exact direction he had wanted by generating more leads and increasing revenue as a result.