



Adwords Management Case Study

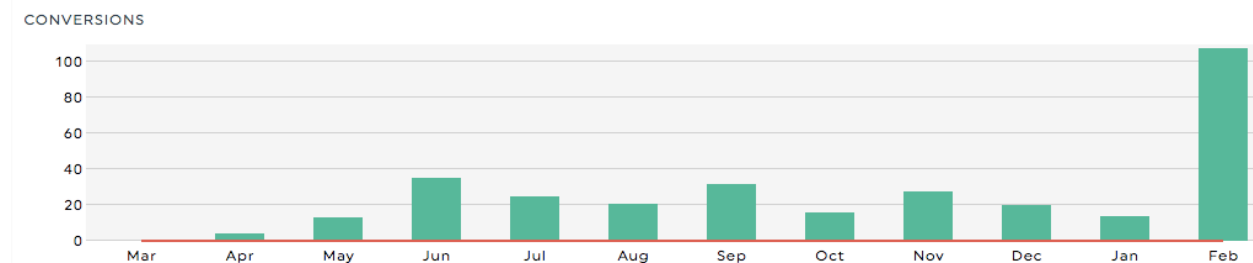
I took over the Modern Storage account in the beginning of February 2018. The client was concerned about the low amount of calls coming into each of the 3 locations. In order to stay in business, they needed a steady stream of calls.

Process:

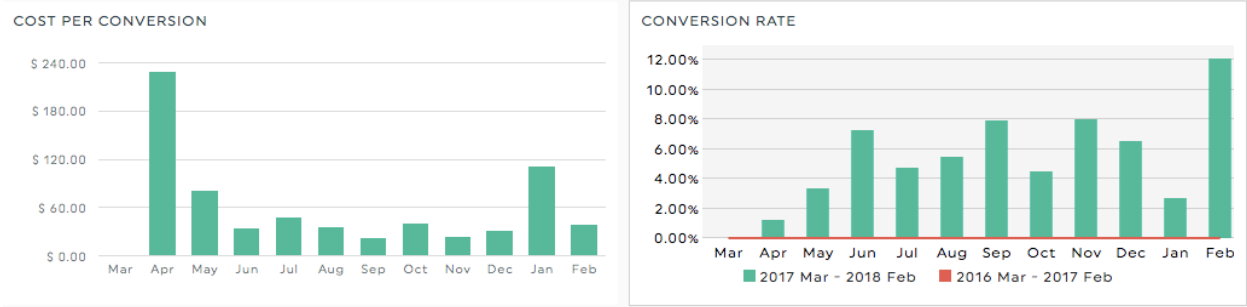
- I reviewed the campaign and worked on adding terms that converted well on broad to exact and phrase match.
- I increased bids on the call extension in order to have them show more often frequently.
- I then excluded all of the terms that didn't convert or converted too high
- I added additional terms and beefed up the negative terms
- Created custom service landing pages to improve quality score

Results:

After just a few short weeks the results were dramatic. In January, the client had a total of 14 calls, by the end of February they had 108.



You would think that more conversions meant that CPA would have increased, but it didn't. In January, the CPA was \$112 in February the CPA dropped to \$36. The conversion rate went from 12% to nearly 15%.



There is still a lot of room for improvement and growth. If you need help with your PPC management – [contact me today!](#)