



Printing Company

Case Study



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Local Business Marketing Solutions Case Study

Budget: **\$3,000 / mo**

Publisher: **Google Ads**

Data: **33 months**

Objective: **Lead Generation**

The month before we began managing the account, they had spend about \$3,000 and netted 31 conversions at a \$96 CPL. Within three months, we were able to reduce their CPL to just \$28 and generate nearly twice as many leads.

Auditing Their Account

This client had been running ads on Google intermittently for the last four years when they handed the account over to us. They hoped we could help them achieve more consistent results. We were excited to explore their data.

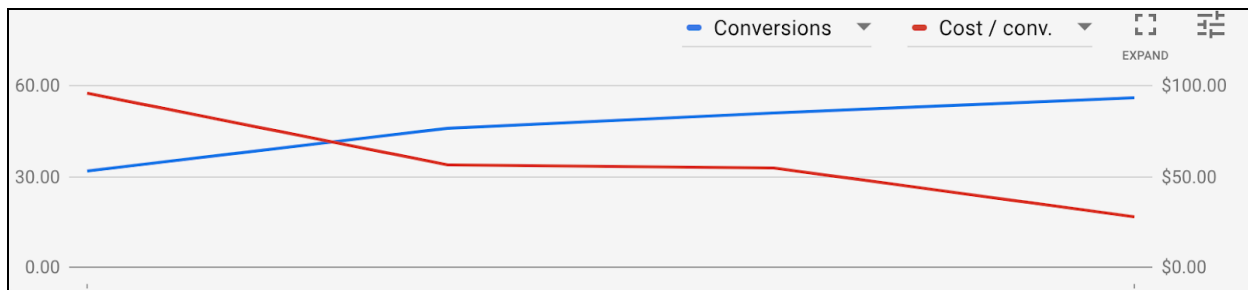
Their last 30 days CPL was about \$96. That is okay for a printing company, but once we investigated the ad account, we were confident that we could do better. We realized very quickly that they were hemorrhaging money on broad keywords for real estate signs and not taking full advantage of all their offerings, such as t-shirts and brochures. We wanted to ensure more comprehensive coverage in their ads.

Early Optimizations

Because this client had so much data, we wanted to ensure a smooth transition for them as we reorganized their digital advertising strategy and implementation. We opted to optimize their existing campaigns while gradually enabling each of our

newly built campaigns during the first month. This worked really well for them.

We were able to decrease the average CPL by 41% during the first 30 days while also increasing the number of leads by 43%. Once we had finished transitioning over to the new campaigns exclusively, we saw even more improvement in the account. After managing it for just 3 months, we had reduced the CPL to just \$28 and were able to generate 56 leads during the third month. All said, that was a 71% decrease in CPL and a 44% increase in lead volume, compared to the month before we assumed responsibility for their ad account.



Adding More Services

In addition to the significant increase in lead volume, we were also able to maintain a fairly high standard of lead quality for this client. This meant they were receiving great results from our efforts on Google Ads, and over the course of nearly 3 years we've managed over \$100K in ad spend for them (2,300+ leads at \$44 CPL).

We prioritize understanding the nuances of our clients' companies because it is integral to effective marketing strategies. In this case, our attention to the client's array of print services helped us lay the foundation for an effective targeting strategy (even adding Facebook Ads for a year and a half as a supplemental PPC service), and their increased revenue enabled them to expand their print production services still further with peace of mind along the way.



\$3,000 / mo

Ad spend



2,350 Leads

Calls & forms



54% Drop

In cost per lead

Google Ads Deliverables

- ✓ Competitor research
- ✓ Detailed conversion tracking
- ✓ Detailed ad extensions
- ✓ Negative keyword lists
- ✓ Search term monitoring
- ✓ Campaign budget updates
- ✓ Geo-targeting & day-parting
- ✓ Audience targeting updates
- ✓ Keyword research / targeting
- ✓ Live performance dashboard
- ✓ Retargeting audiences
- ✓ A/B split testing for ads
- ✓ Bidding optimizations
- ✓ Call tracking monitoring

Campaign Management

Feel free to reach out anytime if you have questions. We are ready to help.

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