

## Results

Cost per phone lead: \$48.80  
Cost per conversion: \$73.50  
Number of Website Visits: 1320  
Cost per web conversion: \$58.80  
Time Duration: 90+ days



# Signs Company from New York, NY

Case study

## Platform used

Google Adwords



# This Sign's Company from New York generated 4.6X on ROAS

## Objective:

Increase lead calls to the store by getting in front of people who need signs and large format printing.

## Strategy:

Use Google Adwords to show ads targeted to prospects who are actively searching for signs and banners.

## Introduction:

The client wanted to use an advertising platform to target prospects and leads who are actively searching for sign makers and larger format printers.

The client had previous knowledge about Google Adwords and had spent a few thousand dollars for below average returns.

The task to start out, was to optimize the baseline of leads flowing in and then create campaigns to target new businesses, businesses that have just moved, and/or business owners actively searching to get signs made.

# of  
campaigns  
created

3

Monitor,  
analyze and  
optimize

4 weeks



# This Sign's Company from New York generated 4.6X on ROAS

## Approach:

The client's Google Adwords account was analyzed, monitored and optimized for 1 month. No new campaigns were created, new keywords were not added and new placements were not selected. Very strategically, the current search terms were segmented into negative keywords and intentional keywords. Compound keywords and derivative keywords from the search term keywords were created and added to a new ad group. Keyword types were changed in this new ad group to go from broad to modified.

After the first month, 1 new campaign was created with a phone call objective. Using the keyword and demographics data from the previous month, this campaign focused heavily on phone call leads.

This campaign was monitored for 2 subsequent months and the total ad spend for the account was kept under \$2000 - to make sure we have an overall positive ROI.

At the 2 month mark, we were consistently driving phone leads at under \$50 and direct phone conversions at an average value of \$73.50

The client also saw an uptick in website RFP's. Total website conversions were estimated to be at \$58.80

Stabilization  
period

6 weeks

Website  
conversions  
at

\$58.80

# This Sign's Company from New York generated 4.6X on ROAS

## Learnings:

The cost per lead metric didn't fall under \$50 in the first 2 months. As the campaign continues to mature and collect more data, the cost per lead has been stabilizing, and is currently sitting at \$28.18

For beginners, it is okay to start out with a smart campaign and bid for maximize conversions with phone call objective. Use the themed keywords to collect data in the first 30 days, and then very methodically create campaigns for intentional audiences with the specific search term data.

Even with the phone call objective, we received clicks to the website and got conversions. As per the client, they were receiving 1 RFP every 1 to 2 days and converting almost 1 in every 4. This is not a high conversion, but again, that's not what we were optimizing for.

Having website visits and conversions, serves as an added return on ad spend. There are multiple objectives achieved as a side effect - brand awareness, customer retention, new customer conversion.

## Conclusion:

This case study's learnings and executions were implemented on 2 more sign companies. Both of them are building leads at an even lower price point but the campaigns haven't been stabilized yet.

This leads us to believe that a fairly robust process is in the making and can be translated from one location to another.

Current cost  
per lead

\$28.18

Website RFP  
received

0.75/day