



BIG LEAGUE MOVERS

Pay Per Click Case Study



+102%
Increase in Leads



23%
Decrease in Cost Per Lead



36%
Decrease in Cost Per Click



+145%
Increase in Clicks

This Atlanta based moving company was spending an average of \$10K per month and was ready to increase and maximize its advertising budget, but only if they were able to simultaneously increase the quality of leads while decreasing the cost per lead. As we commonly hear, they were frustrated working with an agency that had no real moving company experience or expertise. They also wanted to work with an expert that could help them gain more leads in parts of Atlanta more likely to produce “money moves” and to reduce small apartment and low-price type moves.



Additional Issues

They were sending all paid traffic to an underperforming home page. Moreover, and unbeknownst to this client, over 13% of their entire budget was wasted on non-performing, non-move-intent related keywords. Ads were underperforming in CTR (Click Thru Rate) and there were other issues such as low Quality Score.



Results

Within the first 60 days of working with Movers Search Marketing, leads per month doubled while their cost per lead decreased 23%. These incredible results were accomplished through a series of steps involving reducing waste with negatives, shifting budgets towards the top performers, writing completely new sets of relevant text ads, sending traffic to high performing custom landing pages, and bid strategies to lower the overall cost per click.



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Metrics from 2019