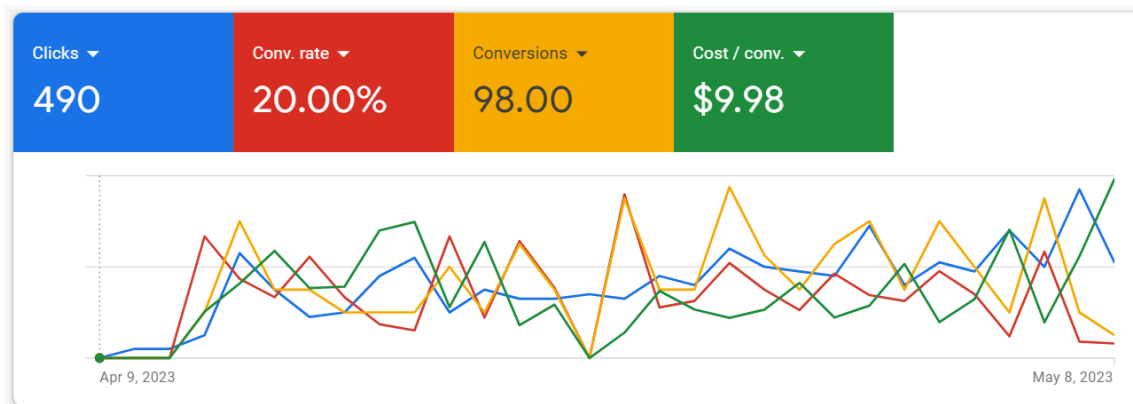


How We Generated 98 Monthly Sales 💰 for a Towing Service Provider in Just 18 Days with Google Ads Optimization

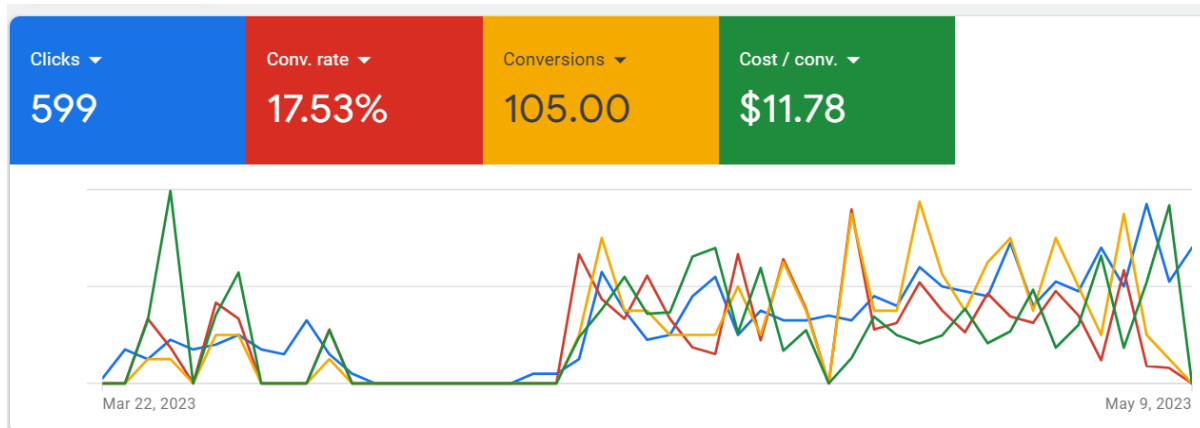


Results: 98 Monthly Sales 💰 for a Towing Service Provider in Just 18 Days with Google Ads Optimization 🚀.

Our expertise helped our client achieve exceptional results through Google Ads. Within 18 days of optimizing the account, we generated over 180 calls with a monthly budget of \$2,000, resulting in 105 sales. The ads conversion rate was 20%, well above the industry average. The average cost per call was reduced to \$11.78, down from the initial cost of \$43. These results showcase the power of effective Google Ads management and optimization.

Below are the screenshots of the conversion rate, cost of conversion, total conversion, Google Ads overview statistics, and call duration:

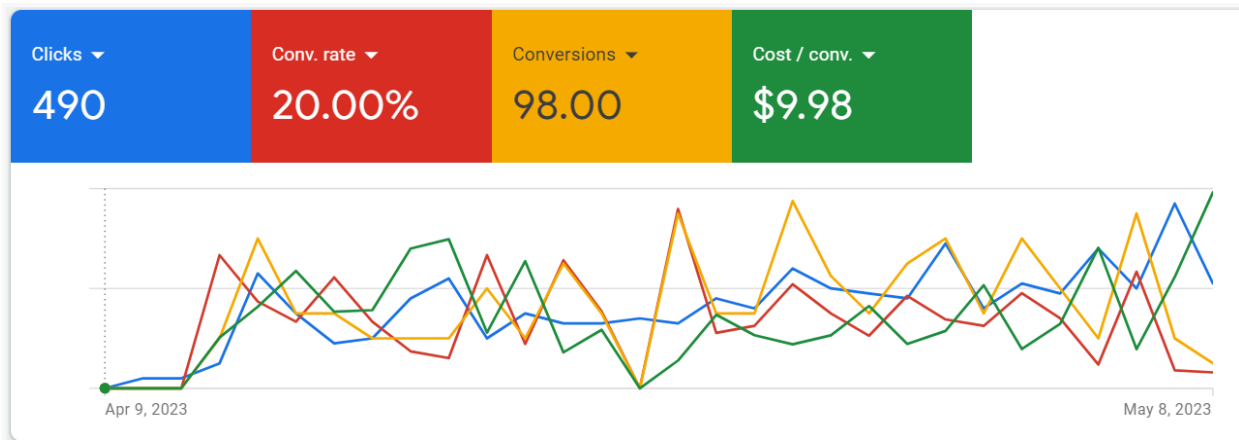
Over All Statistics of All Time Data:



For This Client, We Got:

- 105 Calls in 45 Days
- The average Cost of Calls is \$11.78
- The conversion Rate is 17.53% (Before Setting up ROAS Bidding)

Over All Statistics of 30 Days' Data:



Monthly Insight for This Client (After ROAS Bidding Applied):

- 98 Calls in 30 Days
- The Average Cost of Calls is \$9.98
- The Cost of Calls Decreased by Approximately \$2.00.
- The Conversion Rate is 20% (After Setting up ROAS Bidding).
- The Conversion Rate Increased by 2.47%.

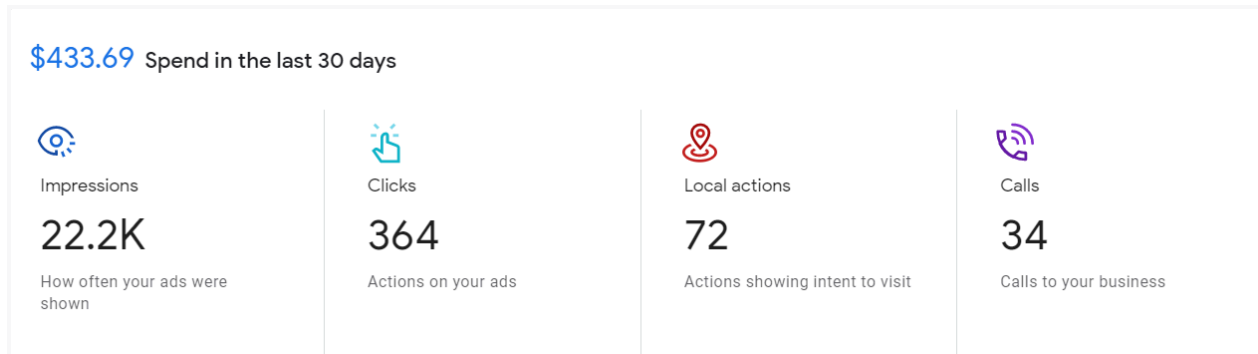
Campaigns Details:

Campaign	Interactions	Interaction rate	Avg. cost	Cost	Bid strategy type	Clicks	Conv. rate	Conversions	Avg. CPC	Cost / conv.
Emergency Towing Anytime	364 clicks	1.64%	\$1.19	\$433.69	Maximize clicks	364	20.05%	73.00	\$1.19	\$5.94
Towing Leads Ads	126 clicks	7.73%	\$4.32	\$544.65	Maximize conversions (Target CPA)	126	19.84%	25.00	\$4.32	\$21.79
Total: All but removed campaigns in your ...	490 clicks	2.05%	\$2.00	\$978.34		490	20.00%	98.00	\$2.00	\$9.98
Total: Account	490 clicks	2.05%	\$2.00	\$978.34		490	20.00%	98.00	\$2.00	\$9.98

- We Run 2 Types of Ads Campaigns
- One is Responsive Search Ads

- Another is Smart Campaign
- In 1st 14 Days, Smart Campaigns Performed Much Better Than Search Ads.
- After That, Responsive Search Ads Took the Lead in Performances.
- And Now After Setting ROAS Bidding Strategy, We are getting Decent Super Natural Performance from The Combinations of Both Ads Campaigns.

Calls from Google Maps:



- We Got 34 Calls from Google Map Ads.
- Also, We Got 72 Store Visits from Google Map Ads.

Call Duration from Google Ads:

Phone number	Date and time	↓ Duration
Unknown • Ontario	Apr 21, 2023 6:25 PM	5 min, 34 sec
+1 519- 555 -1447 • Ontario	Apr 15, 2023 10:33 AM	2 min, 47 sec
+1 226- 555 -0070 • Ontario	Apr 16, 2023 6:29 AM	2 min, 32 sec
+1 226- 555 -0020 • Ontario	May 8, 2023 3:54 PM	2 min, 15 sec
Unknown • Ontario	Apr 24, 2023 7:01 PM	2 min, 12 sec
+1 647- 555 -0063 • Ontario	Apr 13, 2023 9:37 PM	2 min, 5 sec
+1 519- 555 -0060 • Ontario	Apr 13, 2023 3:54 PM	1 min, 37 sec
+1 226- 555 -0063 • Ontario	May 4, 2023 4:09 PM	1 min, 34 sec
Unknown • Ontario	Apr 24, 2023 7:04 PM	1 min, 32 sec

- Calls We Got from Google Ads were Pretty Decent

- Their Average Call Duration is More Than 2 Minutes.
- The Highest Call Duration is 5:34 Minutes.

It Indicates That Our Client is Getting Good Quality of Calls.

Till Now You Are Seeing the Sweat Part of Our Ads Success. Let Me Tell You the Untold Story Behind of Our Ads Success.

Challenges we faced to get 93 Sales for a Towing Service Provider

When we took over the account, we found that there were several challenges that needed to be addressed in order to achieve the desired results. These included high cost per click, low conversion rate, and poor ad performance.

Strategy and Approach:

We started by analyzing the existing Google Ads account and identified the areas that needed improvement. We optimized the account by redesigning the landing pages to make them more conversion-friendly, analyzing data through 🔍📊 Heatmap and Google Optimizer, and running small-budget pilot projects to test the effectiveness of different ad copies and keywords.

To improve the quality score and reduce the cost per click, we also performed a comprehensive keyword research and selection process, focusing on 🕵️🔍 long-tail keywords with lower competition and higher intent. This helped us reach our target audience more effectively and get better results for our client's budget.

With our efforts, we were able to achieve an impressive 🌟 23.8% conversion rate 🌟 and bring the average cost per call down to just 💰💵 \$15 💰💵. Our client received over 📱💬 180 calls 📱💬 in just 18 days, resulting in a total of 🍷 93 conversions 🍷.

Our approach was based on data-driven optimization and continuous testing, and it proved to be highly effective in generating quality leads and driving sales for our client's towing service.

Conclusion:

Through our expertise in Google Ads, we were able to help our client achieve their objective of generating more sales online. Our optimization strategy and approach significantly improved the performance of the Google Ads account and resulted in a higher return on investment for our client.