BUILDING A BETTER ACCOUNT

How our account rebuilding procedures produced immediate results, plus flexibility for scaling

CLIENT

◊ Texas developer specializing in land for custom home building, plus a development of pre-built homes

CHALLENGE

◊ Had managed their own paid search accounts, but found the results weren't worth the time, money, or effort

SOLUTION

◊ Rebuilt paid search accounts for maximum effectiveness and efficiency

90-DAY OUTCOMES

COST PER CLICK
↓**5%**

COST PER LEAD
↓**41%**

CONVERSION RATE
↑**61%**

How did we do it? By applying human intelligence to data and focusing on the details:

◊ Leveraging search traffic data to determine top-priority keywords

◊ Using match types intelligently to maximize efficiency and reduce cost

◊ Customizing ad copy for each audience to maximize conversions

◊ Optimizing bidding for maximum visibility of low-funnel terms

◊ Applying searcher-intent best practices to all ads at every level

◊ Strategically rebuilding remarketing campaigns to align messaging with searcher intent

Our proven way of structuring and organizing paid search campaigns has consistently delivered similar results for all our clients: conversion rates go up, cost per conversion goes down, and the account starts delivering leads and customers much more efficiently.