



# The Problem: \$284 Leads

## At a glance

A local services company successfully reduced costs and improved conversions by reorganizing its advertising structure.

End-to-end attribution helped track conversions and identify areas for improvement.

## Key metrics

The services company saw a 94.1% reduction in average cost per conversion from \$284 to \$16.87. Conversion rate increased from 3.41% to 26.06%. Lead quality increased as well. The same budget went 23.9x further.



**94.1%**  
Cost Reduction



**23.9X**  
More Leads

# LUBBLE



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## CHALLENGES

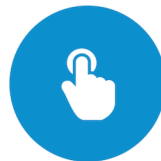


A local services company faced the common problem of getting expensive, unqualified leads. Despite trying various methods, they were unable to find a solution to reduce costs.

## SOLUTIONS



Lubble reorganized the company's advertising structure into Single Keyword Ad Groups (SKAGs). We optimized bids, created landing pages, and added keyword negatives.



Structure



Landing Pages



Keywords

## BENEFITS



1

### Higher Conversion Rates

We improved conversion rates through extensive A/B testing. PPC conversion rates reached a national average of 26.06%.

2

### Reduced Costs

Automated bidding strategies can lead to high costs. Manual bidding provided more control and led to lower costs.

3

### Improved Lead Quality

We identified specific keywords that resulted in cost-effective conversions and improved lead quality at the same time.