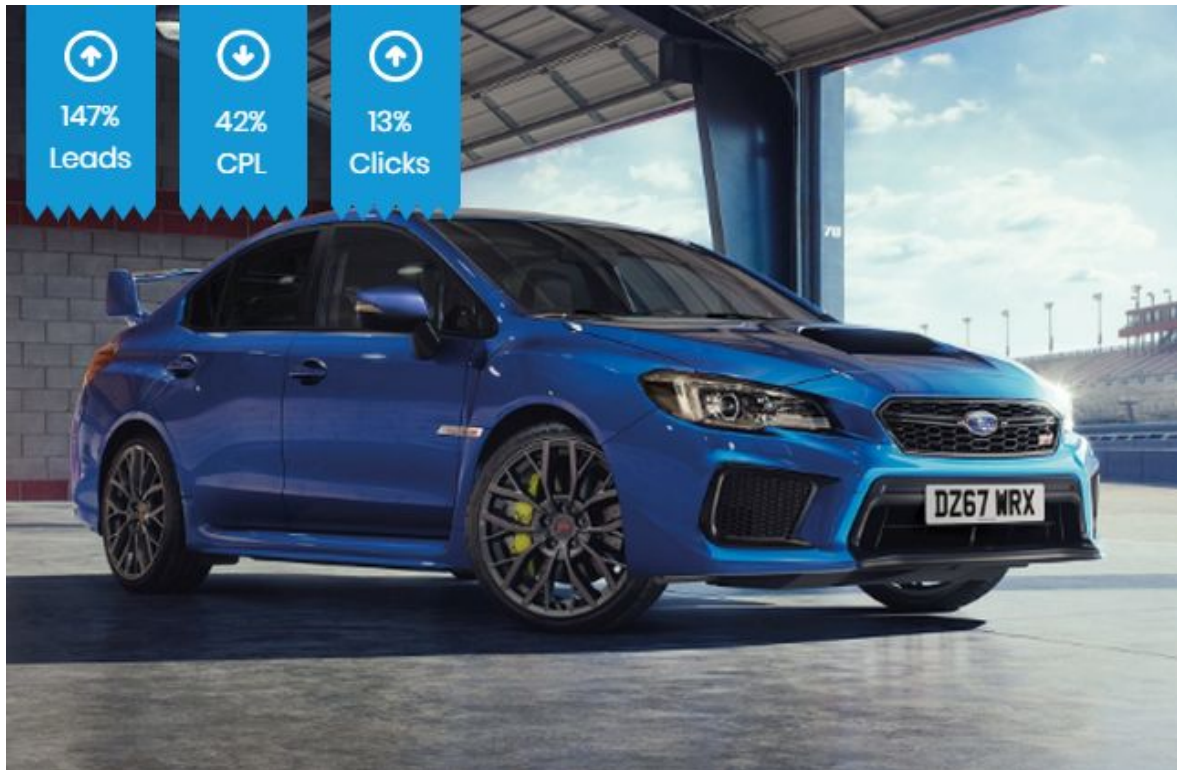




## Case Study : Increased Leads



### CLIENT:

Eastern Subaru

### INDUSTRY:

Car Dealership

### LOCATION:

Victoria, Australia

### THE CHALLENGE

Eastern Subaru are a car dealership based in Victoria, Australia and were looking to use PPC marketing to drive more enquiries, test-drives and sales.

### THE STRATEGY

We reviewed their existing activity and discovered too many keywords that were attracting users without the intent to purchase. These users were simply looking for information about Subaru, or requiring servicing.

It was equally important to increase the contact rate from initial search, to website visit and then a phone call or visit.

### THE WORK

Our first step was to overhaul the existing keyword selection, moving away from more generic searches and to explore long-tail keywords, which would drive lower volume of traffic but with much more purchase intent.

#### PLATFORMS:

Google Ads  
Remarketing  
Bing Ads

The next step was to review and improve the existing ad copy, to ensure that once we achieved visibility for our desired searches, that the user would then click through to complete the lead process.

We also spent time exploring and implementing ad extensions such as sitelinks and call extensions to increase the contact rate to the dealership.

Some of the account optimisation work included;

- Keyword Research
- Fresh Compelling Ad Creation
- Keyword Match Type Analysis
- Search Term Report Interrogation
- Negative Keyword Analysis
- Bid & Bid Management
- Ad Scheduling Implementation

#### RESULTS

(Mar-18 vs Mar-19 performance)

On the back of the implementation of our strategy, we saw an immediate drop in cost-per-lead and we saw steady sustainable growth throughout the following months.



When comparing March 2018 to March 2019, we saw;

- 13% additional clicks
- 48% additional impressions
- 42% reduction in cost-per-lead
- 147% increase in leads

"Fantastic PPC expert to work with. Highly recommend Simon."

**UpWork Feedback**