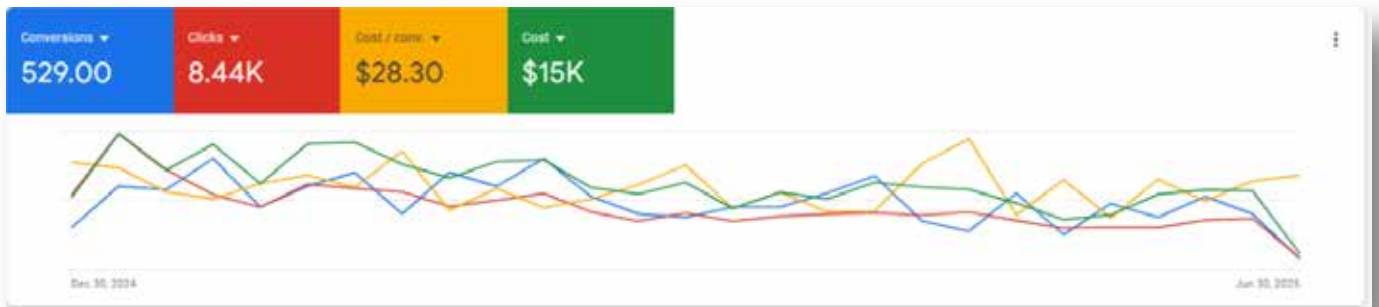


How We Unleashed Automotive Company's Lead Generation Power and Boosted Revenue by 28%

The Challenge:

"Imagine pouring your hard-earned budget into Google Ads, only to watch it vanish into thin air. That's exactly what happened to a leading provider of premium automotive repair equipment. Despite offering top-of-the-line tire changers, wheel balancers, and lifts, their PPC campaigns were nothing but a **money pit**. Irrelevant traffic flooded their site, but the leads? They weren't even from the right **B2B clients**—exactly who they needed to reach. The root of the problem? Their **landing page** wasn't designed to speak to the business **decision makers** who would actually invest in their solutions. But we didn't stop there. With a targeted strategy and expert optimization, **we turned their PPC nightmare** into a powerhouse of high-quality leads. **Keep reading to see how we turned this sinking ship around.**"



The Turning Point:

We quickly realized that this wasn't just a matter of **keywords** the problem stemmed from a misalignment between the company's product offerings and how they were marketing them. Their landing page wasn't speaking the language of **B2B buyers**. The key to success lay in optimizing the entire lead-generation strategy from **landing page creation** to **ad copy** and beyond..

The Strategy:



Landing Page Optimization:

The first step was a complete **overhaul of the landing page** to ensure it was optimized for **B2B decision-makers**. We included

- **B2B-focused CTAs**, such as "**Request a Quote**" and "**Book Now**", designed to cater to business needs..

- **Testimonial videos** and success stories from past business clients, which built **trust** and showcased the **value** of the equipment in real-world settings.

- **Product benefits** clearly highlighted, emphasizing **ROI**, **efficiency**, and **long-term cost savings** key factors for any business owner considering an investment in equipment.



High-CTR Ad Copies:

With the landing page revamped, we moved on to **creating high-converting ad copy**:

■ We focused on highlighting **premium features** and the **business advantages** of the products such as **increased productivity and reliability** which appealed directly to **B2B buyers**.

■ The messaging was **aligned with business needs**, clearly positioning the products as **strategic investments** that could drive long-term value for companies in the automotive industry.



Offline Conversion Tracking:

To further improve the quality of leads, we integrated **offline conversion tracking** into **Google Ads**. This allowed us to:

■ Measure the **real-world impact** of the leads generated by our campaigns.

■ Adjust our **targeting and bidding strategies** to ensure we were focusing on the **highest-potential leads** businesses that were serious about investing in high quality equipment.




Ongoing Campaign Optimization:

The work didn't stop after launch. We continuously optimized the campaigns:

■ **Daily STR audits** helped us **identify irrelevant keywords**, allowing us to **refine targeting** and focus on high-converting search terms.

■ We conducted **A/B testing** on **ad copy** and **landing page variations**, ensuring we always delivered the most effective messaging to our audience.



The Results:

The results were remarkable:



28% increase in revenue directly attributed to the influx of **high quality B2B leads**.



The phone started ringing off the hook with **qualified leads** from businesses looking to invest in **premium tire changers** and **automotive repair equipment**.



The newly optimized landing page led to **higher conversion rates**, with more **B2B clients** completing key actions like **requesting quotes** and **scheduling demos**.



By leveraging **offline conversion data**, we ensured the campaign was constantly refined and optimized, delivering the **best results** with every dollar spent.

Client's Response:

The client was **overwhelmed** with the results. Their **lead generation** was no longer a struggle the **right clients** were now coming to them. The **28% revenue boost** wasn't just a short-term spike; it laid the foundation for **long-term growth**, as they now had a **steady stream of qualified leads** that were converting into business opportunities.

Why It Worked:

This success didn't come from a simple **ad spend increase** it came from a **deep understanding** of the client's **business needs** and how to **optimize** their entire marketing strategy. By aligning their landing page, ad copy, and targeting to attract **B2B decision-makers**, and using offline conversion data to optimize the process,

We delivered results

that were not just immediate, but sustainable.



Ready to take your **PPC campaigns** to the next level?

Don't let inefficiencies drain your ad budget. Let's turn your ad spend into profit.

Contact us today

and let's build your
Success Story!