

GOOGLE POWER SOLUTION CASE STUDY

Financial Services



Overview

Campaign Focus

To increase web traffic, phone calls, and form submissions from individuals seeking various accounting services.

Campaign Length

12 Months

Products Utilized

Google Search
Google Display

Traffic Increase

200%

Cost Reduction Per Conversion

30%

Increase In Inquiries

40%

Objectives

The objective was to boost web traffic, phone calls, and form submissions from individuals seeking accounting services by leveraging Search and Display ads. We used targeted Search ads to capture high-intent users actively searching for accounting solutions and implement Display ads to reach a broader audience through visually engaging banners.

Solutions

◆ We recommended Google Power Solution which is our proprietary blend of Search & Display using Google's network.

◆ We set up ad groups based on the type of accounting service which included, "Personal Income Tax Services" and "Business Bookkeeping Services".

◆ This campaign was renewed multiple times because the client was highly satisfied with the results. Their positive feedback and ongoing satisfaction led to the continued investment in the campaign. Each renewal reflected the campaign's success and the client's confidence in its effectiveness.