



## Case Study

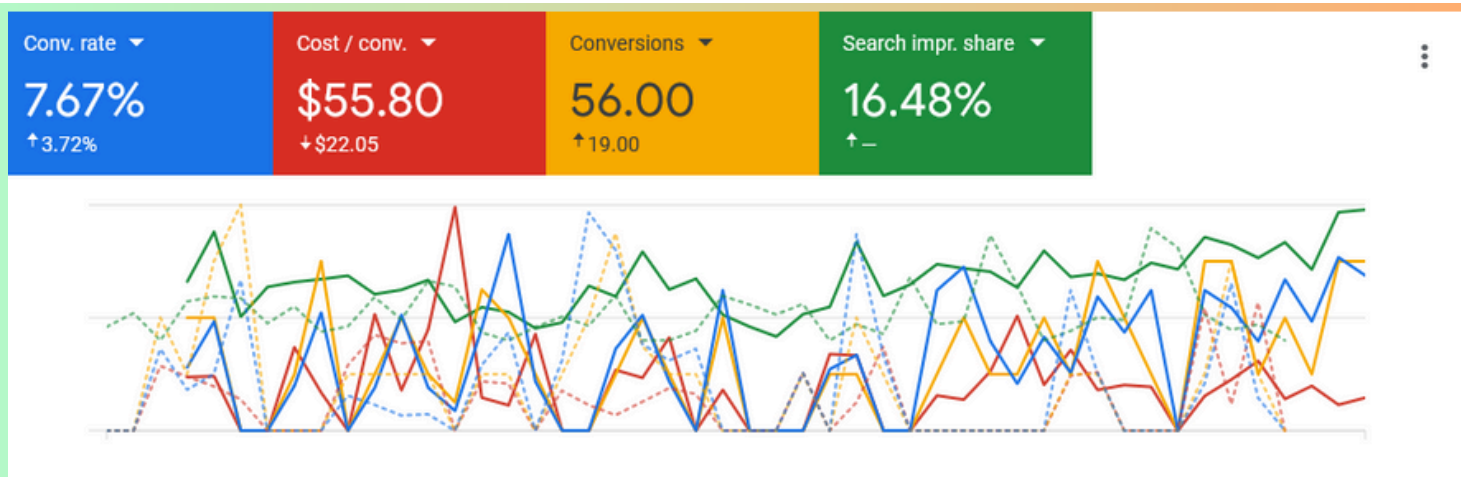
# GOOGLE ADS FOR LEADS

↑ 51.35% Increase in Leads

↓ 28% Less Cost per Lead







**Maplewood Counseling** -Couples  
Counseling services in New Jersey,  
United States



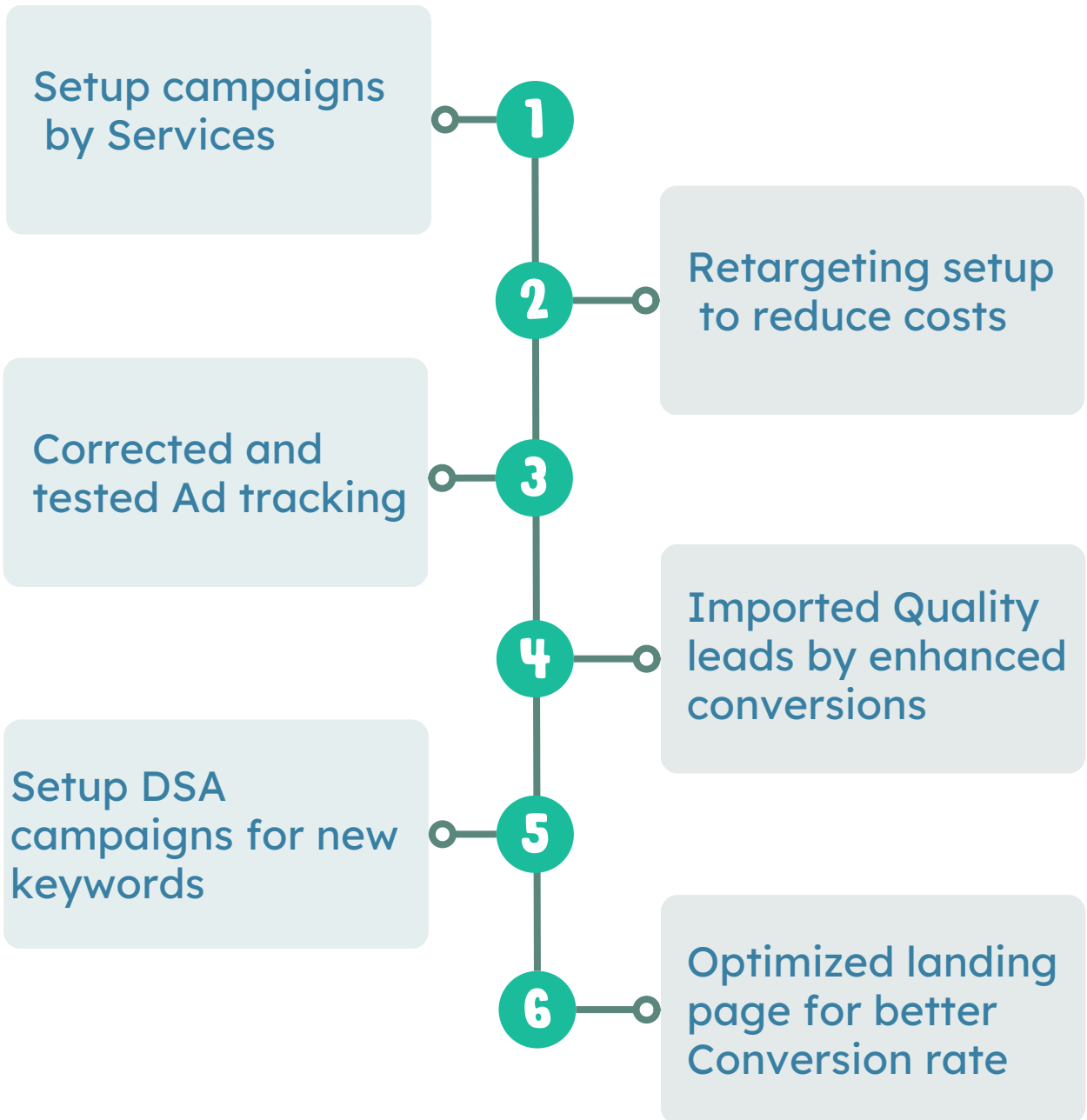
## Goal

Optimize for better Quality and Profitable Leads

## Challenges

- Low Quality Leads with very Small Close Rate 
- Problems in tracking 2 conversion actions 
- Landing pages with low conversion rate 
- High competition in the Area limiting the scale 

# Actions taken



## Campaign Results

- ▶ 51% INCREASE IN LEADS
- ▶ COST PER LEAD REDUCED BY 54%
- ▶ CONVERSION RATE BOOSTED BY 106%

## Key Contributors

- ▶ BETTER ACCOUNT STRUCTURE HELPED TO MANAGE BUDGET EFFECTIVELY
- ▶ OFFLINE CONVERSION IMPORT TO FEED REAL DATA