The Strategy

The LP team created Google Ads campaigns for ADA and optimized them for granularity. We began by splitting campaigns into two categories: Van Sales and Van Rentals. These areas of the business had vastly different levels of profitability, so separating them would give us greater control of the ad spend and bid strategies. We went even further by segmenting campaigns based on the brand of van, since some brands were considered a higher priority to advertise.

Next, we established location targeting and created a radius around ADA’s Pasadena locations, in order to ensure we were showing ads to the consumers who were closest to the business and most likely to convert. Finally, we honed in on device spending by optimizing the amount being spent on mobile devices, and pushing more spend toward desktop users that are farther along in the sales journey.

Results

In one year, we’ve earned nearly as many conversions as ADA was able to earn in nine years. All while decreasing the cost of each lead by $70.

In 9 years, ADA spent $119,754 on Google Ads, which produced 700 total conversions at an average cost-per-acquisition (CPA) of $171. In ADA’s one year partnership with Logical Position, they’ve spent $49,054 for 485 conversions at an average CPA of $101. We’ve increased ADA’s monthly conversions by 80% since they started working with us.

Partner with us and we promise we’ll adapt to fit your needs.