



# ATLAS VAN LINES

Atlas Van Lines is the largest residential moving company in the U.S. with over 400 independent agents. Since partnering with Logical Position in 2017, the company has increased its online exposure and generated more leads and higher returns through paid search.



## 91%

Increase in Conversions



## 29%

Increase in Total Conversion Value



## 52%

Increase in Clicks



## 28%

Increase in Avg. Ad Position

## GOALS

Atlas's major objective was to drive increased traffic to its site and raise conversion rates for more high quality leads. To achieve this goal, Logical Position launched highly-segmented Search and Display campaigns targeting the company's most profitable search terms.

## RESULTS

With advanced targeting and optimized bids in place, Atlas saw an increase in account performance across the board. During their first 6 months with Logical Position, the company saw conversions increase by 91% and overall conversion value rise by 29%.

These increases in conversion were made possible by better ad exposure: ad position rose by 28%, clicks increased by 52%, and search impression share rose 10%, indicating continued room for growth in the account.



*We've been working with Logical Position for nearly two years now and have been very pleased with their service offerings! Their attention-to-detail on our account, combined with their level of knowledge and expertise, have helped us further optimize our paid search campaigns in order to advance our lead generation efforts. We've recommended Logical Position to our agency network as well as they've been a great resource and even better partner.*



**- Lauren Crays**

Director, Corporate Marketing