

CASE STUDY

PAY PER CLICK

AVERAGE
CONV RATE
35.23%

COST
PER LEAD
\$30.25

600
HIGH QUALITY
LEADS

CORREIRA BROTHERS' MOVING & STORAGE



GOALS

Before starting Google Ads with Mover Search Marketing, Correira Brothers' Moving & Storage had relied on various other 3rd party companies to help generate leads but had found mixed results. Having never done Google Ads before, they were hopeful we could generate a steady flow of high quality leads at a much lower cost than the other lead-gen sources they were using.

APPROACH

Before building out the account for this client, we spent a lot of time understanding where they wanted to focus geographically and the type of moves they were looking for. We also worked with the client to design a custom landing page and ensure that we would properly track their calls and forms to help quantify the spend and assist with our on-going optimizations.

RESULTS

Within the first 14 days of the Google Ads account going live, this client received 29 high-quality leads at a conversion rate of 32% and a cost per lead of \$37. Over the course of the next 8 months, they would ultimately receive more than 600 leads and eventually cut off their other 3rd party paid lead-gen sites and allocate additional budget funds to Google Ads.

(over 8 months - 2020)



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CASE STUDY

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“Our experience over 2.5 years with Mover Search Marketing has been amazing. We toyed around with discount SEO Marketing companies for about 3 years prior and our conclusion is without a doubt, you get what you pay for. . With MSM you get measurable results with reports to show you exactly how you are performing and improving. Our site only ranked for about 50 keywords and phrases. Now, after 2.5 years we are ranked for over 11,000 keywords and phrases! Our revenues have improved substantially and continue to do so. Bryan, Liliane & the team are very pleasant to work with and are moving industry experts!! Happy Client for sure!”

- Jared Beckstead

