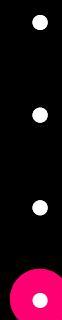




# GOOGLE ADS

## Case Study





## **Our Client:**

This company is an event catering service that was founded 40 year ago and provides quality Glatt Kosher catering.

## **Goal:**

Generate high-quality phone calls for each location.

## **Project Duration:**

4 Years (Ongoing)

## **Problem Statement:**

The facility needed phone calls for its many venues. They had a hard time generating phone calls and leads for their wide variety of catering services, from life cycle events to corporate events.



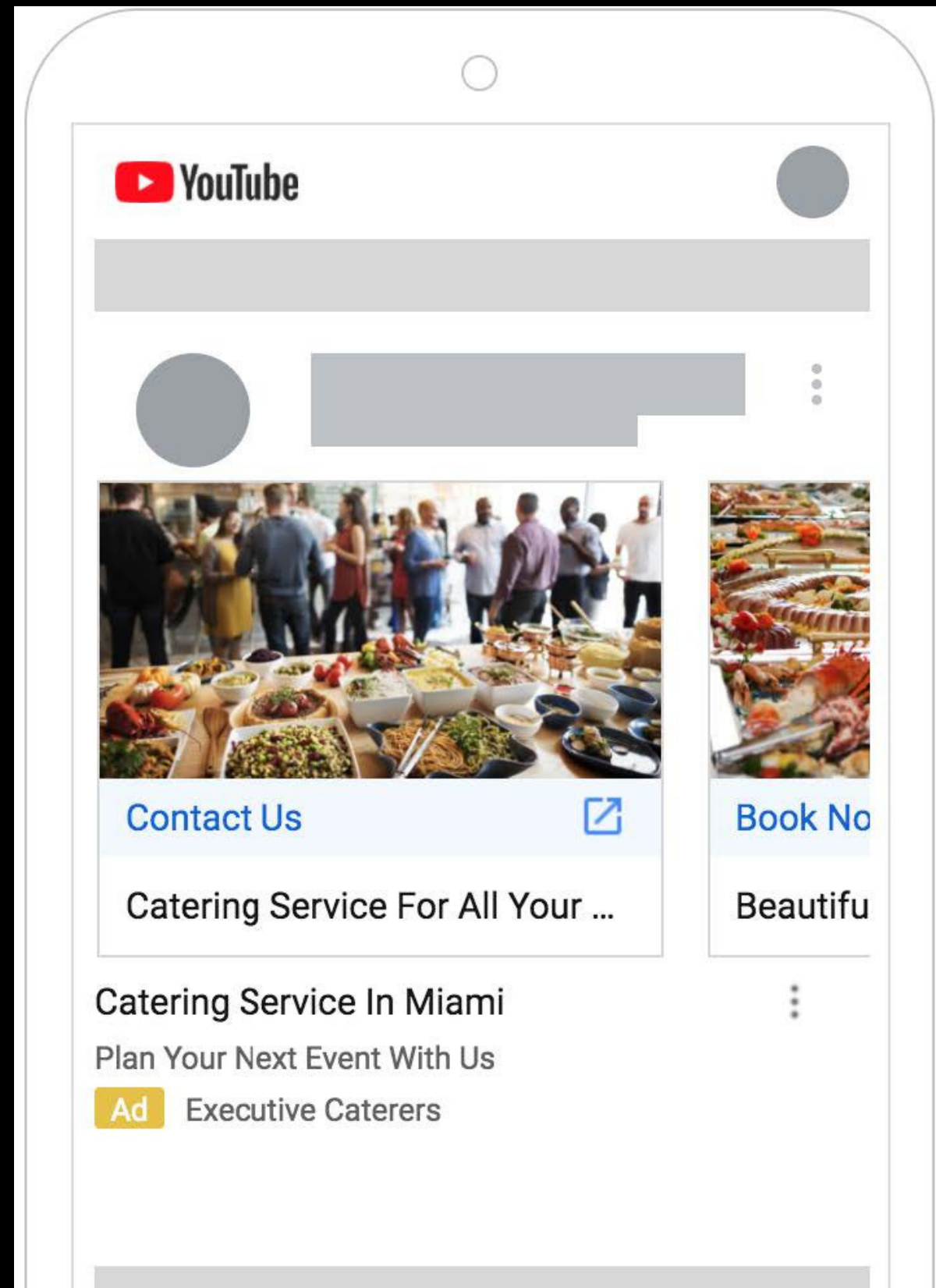
# Strategy (Overview)

The client wanted to grow their venues for company expansion. The team decided to set up a simple search campaign optimized for each venue.

The target audience was based on income and interests:				
<b>Location:</b>  Custom Audience	<b>Interest:</b>  In the market for events	<b>Language:</b>  English	<b>Age group:</b>  25 - 65+	<b>Income class:</b>  All

**This strategy did two things, it targeted people who showed interest in events and it targeted people who were in the local area.**

# Best Performing Ad



- The team used search ads that used dynamic keywords to match their catering interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign, with a very healthy ad impression size of 132k+ views.
- After generating quality link clicks and phone calls, we created a similar campaign for remarketing.

## Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
132,783	489	513	3.45%

**\$ Budget:** \$1,000 Per Month

**📍 Location:** SOUTH FLORIDA

## Solution (Campaigns Used):

**Search Ads:** Finding people who are intentionally looking for the client's services.

**Remarketing Ads:** Reminding visitors to return to their respective landing page to finalize a phone call/conversion action.

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

We were able to generate new business for the client and provide opportunities for expansion.