

Case Study

- **Service:** Google Ads
- **Client:** Junk Car Removal (Indiana)

Project Objectives



This Indiana-based junk car removal company was struggling with inconsistent lead flow and high cost per acquisition from their previous marketing efforts. They needed a reliable system to generate qualified leads from vehicle owners ready to sell their junk cars immediately. The primary goal was to establish Google Ads as their main customer acquisition channel while maintaining profitability below \$50 per conversion.

They also wanted to scale operations across multiple Indiana counties without sacrificing lead quality or overwhelming their towing capacity.

Turn wasted ad spend into a predictable lead generation machine for immediate car pickups.

Project Overview

When we took over this account, the company was relying heavily on referrals and sporadic online inquiries. Their previous Google Ads attempts had failed due to poor keyword targeting, generic ad copy, and campaigns optimized for clicks rather than conversions. We inherited an account with a 7.8% conversion rate and cost per lead exceeding \$95. The challenge was clear: build a high-intent campaign targeting people actively searching to sell their junk vehicles,



We restructured the entire account around high-intent search queries, created location-specific campaigns for each service area, and developed ad copy emphasizing same-day pickup and instant cash offers.



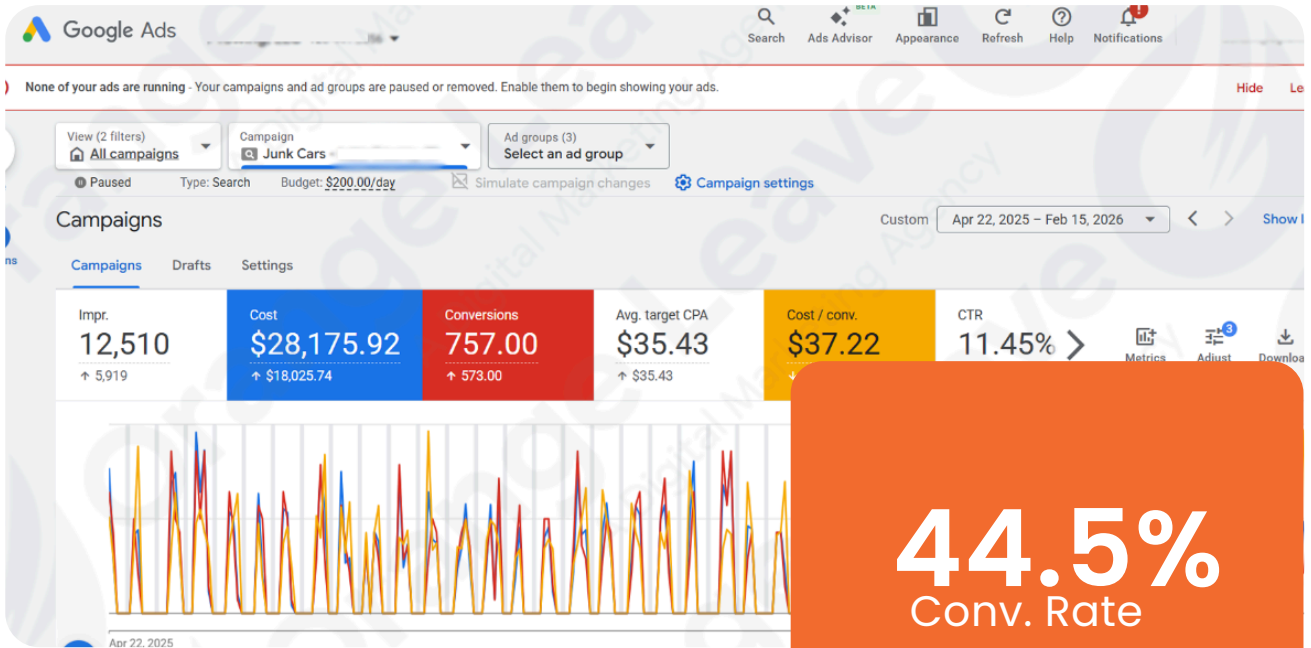
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The Way We Perform And The Outcomes We Can Achieve

Our strategy focused on capturing bottom-of-funnel searchers actively looking to sell their vehicles. We implemented precise match types, negative keyword lists to eliminate tire-kickers, and aggressive bid strategies on high-converting search terms.

- Launched geo-targeted campaigns (Indianapolis + nearby counties)
- Segmented ad groups by vehicle condition
- Implemented call-only ads for mobile users
- Set up tracking for forms + calls
- Optimized bids based on call quality & close rate



Highlighting “same-day pickup” and “no title needed” increased conversions by 31% vs. generic “cash for cars.”



Call-only mobile ads drove 2.7x more results than standard search, as car owners prefer calling when selling fast.

Conclusion ○○○

Within 90 days, we transformed this junk car company’s customer acquisition from unpredictable referrals to a scalable, profitable lead generation system. The 44.5% conversion rate proves that precise targeting and compelling ad copy attract the right buyers at the right moment. At \$37.22 per conversion, the client now has a predictable cost structure that allows them to confidently scale operations, add more tow trucks, and expand into new service areas across Indiana. The campaign continues to deliver consistent daily leads, turning Google Ads into their most reliable and profitable marketing channel.

44.5%
Conv. Rate

Industry average is 8-12%.
Our targeted approach
delivers qualified leads
ready to sell immediately.

55%
↓ Cost/Lead

Reduced CPA from \$67+ to
just \$37.22 while
maintaining lead quality
and volume.

12.4x
ROAS

Every dollar spent on ads
now generates \$12.40+ in
profitable transactions for
the business.