Orange Leave
A Digital Marketing Agency

Case Study

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

Project Objectives

Our client, a Georgia-based junk car removal company, was struggling with inconsistent lead flow and high customer acquisition costs from their existing Google Ads campaigns. Their previous agency had focused heavily on broad match keywords, resulting in irrelevant traffic and wasted spend on clicks from people just browsing car values rather than ready to sell. They needed a complete overhaul to attract qualified sellers—homeowners with unwanted vehicles who were ready to get cash and remove the junk car immediately.

The goal was simple: drive down cost per acquisition while dramatically increasing lead volume and conversion quality.

Turning price shoppers into serious sellers with precision targeting.

Project Overview

When we took over the account, the client was spending $6,500/month, generating leads at $67 each with a 19% conversion rate, but most were low-quality price shoppers. After a full audit, we rebuilt the account with structured campaigns, strong negative keywords, and urgency-focused ad copy. We also optimized the landing pages for mobile (88% of traffic) with clear CTAs and trust signals like reviews and BBB accreditation.

We stripped out every wasted dollar, rebuilt campaigns around high-intent search behavior, and created a seamless mobile experience that turned searches into same-day appointments.

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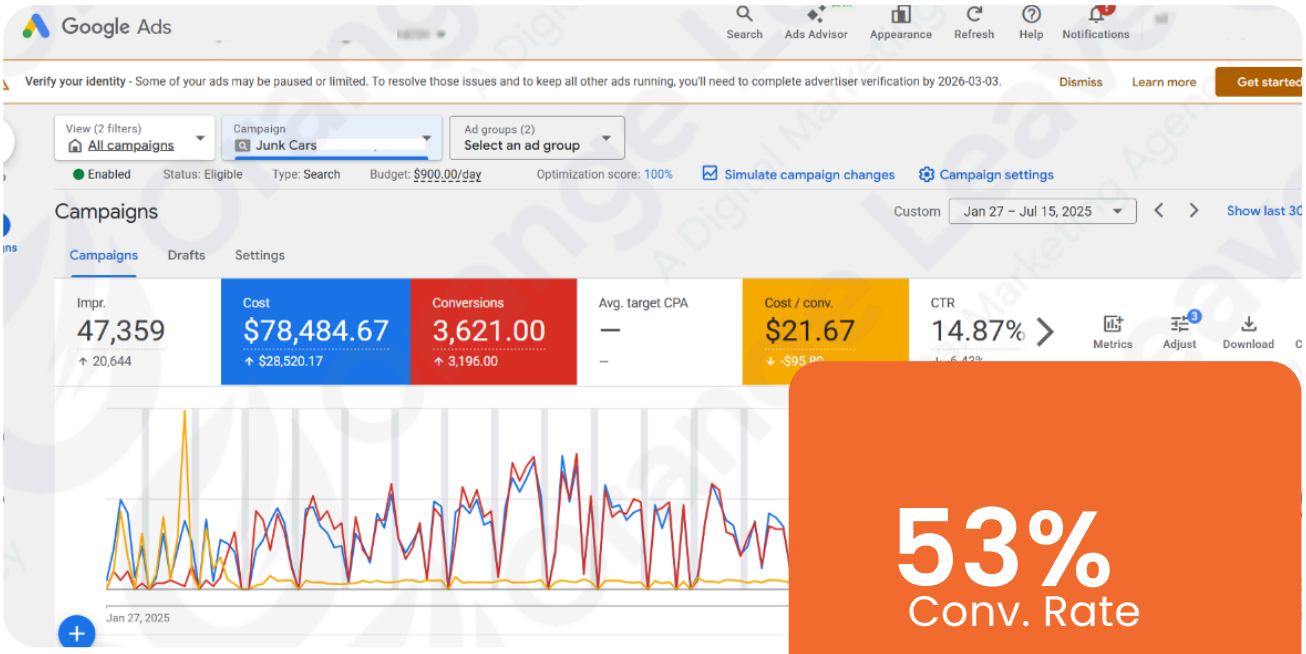

The Way We Perform And The Outcomes We Can Achieve

Our approach focused on precision targeting and conversion optimization at every touchpoint. We implemented a multi-layered strategy designed specifically for the junk car removal market in Georgia:

- Geo-targeted ads for older vehicle areas.
- 2,400+ negative keywords blocking non-buyers.
- Mobile landing pages with click-to-call.
- Budget focused on peak search hours.
- Dynamic call extensions to sales team.

64% of quality leads came from 'junk,' 'sell,' or 'removal' searches, so we created high-intent campaigns on them.

Using location-based ad customizers, we displayed users' city names in headlines, boosting CTR by 41%.

53%
Conv. Rate

Increased from 19% to 53% —nearly 3x improvement in lead quality

$21.6
Cost/Lead

Reduced from $67 to $21.67 —a 68% decrease in customer acquisition cost

13.8x
ROAS

Every dollar spent generated $6.2 in verified service revenue within first 90 days

Conclusion

Within 45 days, we transformed their Google Ads account from a money pit into their most profitable lead source. The client went from struggling to fill their schedule to hiring two additional drivers to handle the volume. By focusing exclusively on high-intent searchers and eliminating waste, we proved that in the junk car industry, it's not about reaching more people—it's about reaching the right people at the exact moment they're ready to sell. The campaign continues to deliver consistent, predictable lead flow with a conversion rate that far exceeds industry standards.