

# Case Study

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

## Project Objectives



The client was struggling with inconsistent lead flow and high customer acquisition costs from their existing Google Ads campaigns. Previous agency management resulted in wasted spend on irrelevant searches, poor call quality, and leads that rarely converted to actual vehicle pickups. They needed a complete overhaul to generate consistent, high-intent calls from people ready to sell their junk vehicles immediately—not tire-kickers or price shoppers.

Our goal was to rebuild their campaigns from the ground up, focusing on immediate intent keywords, geographic targeting, and call tracking to ensure every dollar spent brought qualified leads.

From wasted clicks to cash-ready leads.

## Project Overview

The junk car removal industry is hyper-competitive in Indiana, with national players and local operators all bidding aggressively. We needed to carve out profitable market share while maintaining strict cost controls. Our first 30 days focused on auditing their entire account structure, identifying problem areas, and implementing aggressive optimizations.



Optimized campaigns for high-intent junk car searches, added call tracking, and built mobile-first landing pages driving calls in under 30 seconds.



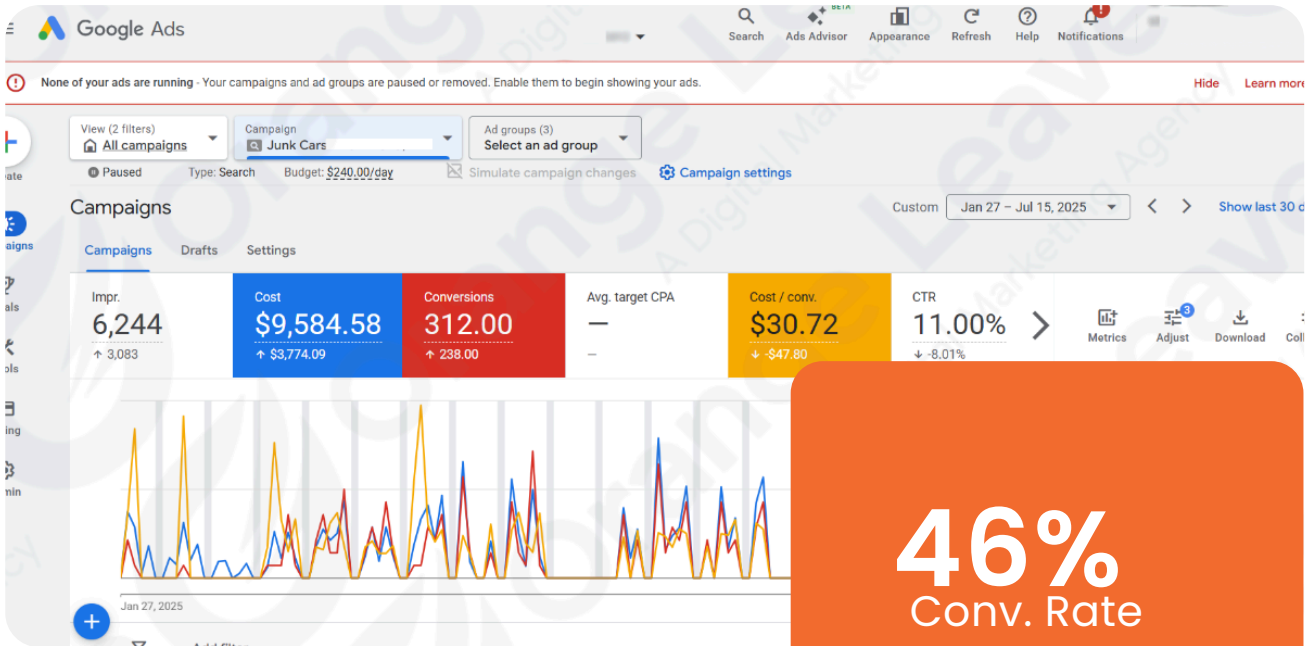
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## The Way We Perform And The Outcomes We Can Achieve

Our strategy focused on immediate lead capture from motivated sellers who needed their vehicles removed quickly. We optimized every touchpoint in the customer journey to reduce friction and maximize conversions.

- Geo-targeted ad groups by Indiana metro
- Negative keywords cut low-value searches
- Mobile click-to-call ads for leads
- Landing pages with instant quote forms
- Conversion tracking tied to pickups
- Dayparting maximized peak call hours



Searches with 'today' or 'same day' convert 3x higher. We focused bids on these high-intent terms.



Calls under 90 seconds rarely converted, so we refined ad messaging to drive longer, qualified conversations.

## Conclusion

Within 45 days, we transformed their Google Ads account from a cost center into their most profitable customer acquisition channel. The client now enjoys consistent daily lead flow, predictable acquisition costs, and the ability to scale budget profitably during peak seasons. By focusing exclusively on high-intent searchers and eliminating wasted spend, we've built a sustainable system that continues to deliver qualified buyers month after month. The campaign structure we implemented serves as a foundation for long-term growth across new service areas in Indiana and beyond.

**46%**  
Conv. Rate

Leads to completed vehicle pickups

**\$30.7**  
Cost/Lead

Average cost to acquire a paying customer

**9.8x**  
ROAS

Revenue generated vs. ad investment