

Case Study

- **Service:** Google Ads
- **Client:** Roadside Assistance (SC)

Project Objectives



Our client, a growing roadside assistance provider in South Carolina, was struggling with inconsistent lead flow and high customer acquisition costs. Their previous advertising efforts were generating traffic, but very few calls were converting into actual service requests. They needed a reliable system to capture distressed motorists at the exact moment they needed help—day or night. The goal was clear: reduce cost per conversion, improve lead quality, and build a predictable pipeline of emergency service calls.

With competition from national brands like AAA and aggressive local competitors, they needed to stand out in high-pressure moments when potential customers were making split-second decisions about who to call for help.

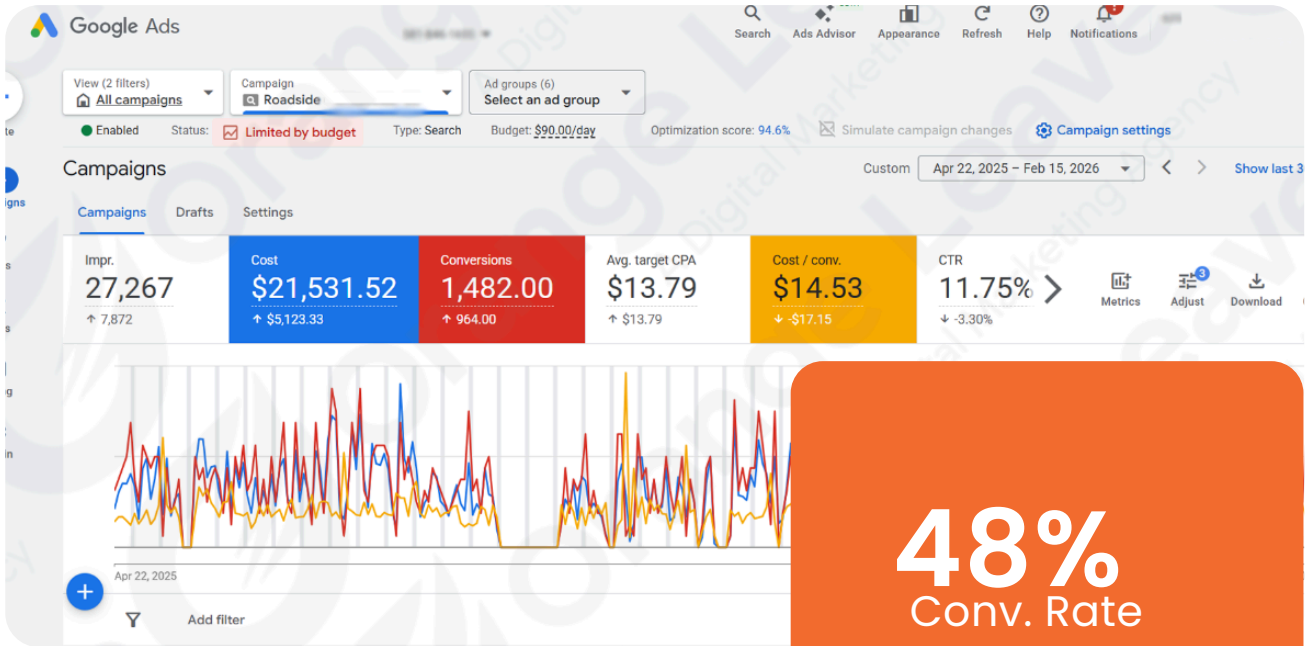
Stranded drivers don't scroll—they call the first trustworthy option they see.

Project Overview

When we took over the account, the client's Google Ads were bleeding budget. Low intent keywords were driving irrelevant traffic, the ad copy lacked urgency and trust, and the slow landing page hurt mobile conversions—especially critical since most roadside searches happen on mobile. Cost per conversion was \$87 with just an 11% conversion rate.



We rebuilt their entire Google Ads strategy around one principle: be there when someone's stranded, make it easy to call, and earn their trust instantly.



The Way We Perform And The Outcomes We Can Achieve

We completely restructured their campaigns to target high-intent, location-specific emergency keywords while eliminating waste. Our mobile-first approach ensured distressed drivers could request help in seconds, not minutes.

- Targeted hyper-local emergency keywords within service radius
- Wrote urgency-focused ad copy highlighting 24/7 fast response
- Split campaigns by service type for higher relevance
- Optimized mobile landing pages with one-tap call feature



We focused on being the most visible, trustworthy option exactly when stranded drivers needed help most.



Smart testing and targeting helped us capture ready-to-buy customers at scale.

Conclusion ○○○

By rebuilding their Google Ads strategy from the ground up, we transformed this roadside assistance company's digital advertising from a cost center into their most profitable customer acquisition channel. The 48% conversion rate proves that when you target the right people at the right moment with the right message, paid advertising becomes extraordinarily effective. Their \$14.53 cost per conversion means they're acquiring customers at a fraction of what they previously paid, allowing them to scale profitably while outcompeting both national chains and local rivals. Today, their Google Ads campaigns run 24/7, consistently delivering qualified emergency calls that keep their drivers busy and their revenue growing predictably month after month.

48%
Conv. Rate

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

\$14.5
Cost/Lead

83% reduction in customer acquisition cost compared to previous campaigns

6.7x
ROAS

Every dollar invested in Google Ads returns \$6.7 in service revenue