

# Case Study

- **Service:** Google Ads
- **Client:** Towing Company (California)

## Project Objectives



Our client, a mid-sized towing company serving multiple cities across California, was struggling with high customer acquisition costs. Their previous guy had been running search campaigns that attracted tire-kickers and price shoppers rather than customers who actually needed immediate towing services. They were spending over \$1,200/month on Google Ads but only converting 12% of their calls into actual jobs. The client needed a complete campaign overhaul to attract high-intent customers during emergency situations.

We have to reduce their CPA by at least 50% while scaling lead volume. They also wanted better tracking to understand which service types (roadside assistance, accident towing, long-distance) were most profitable.

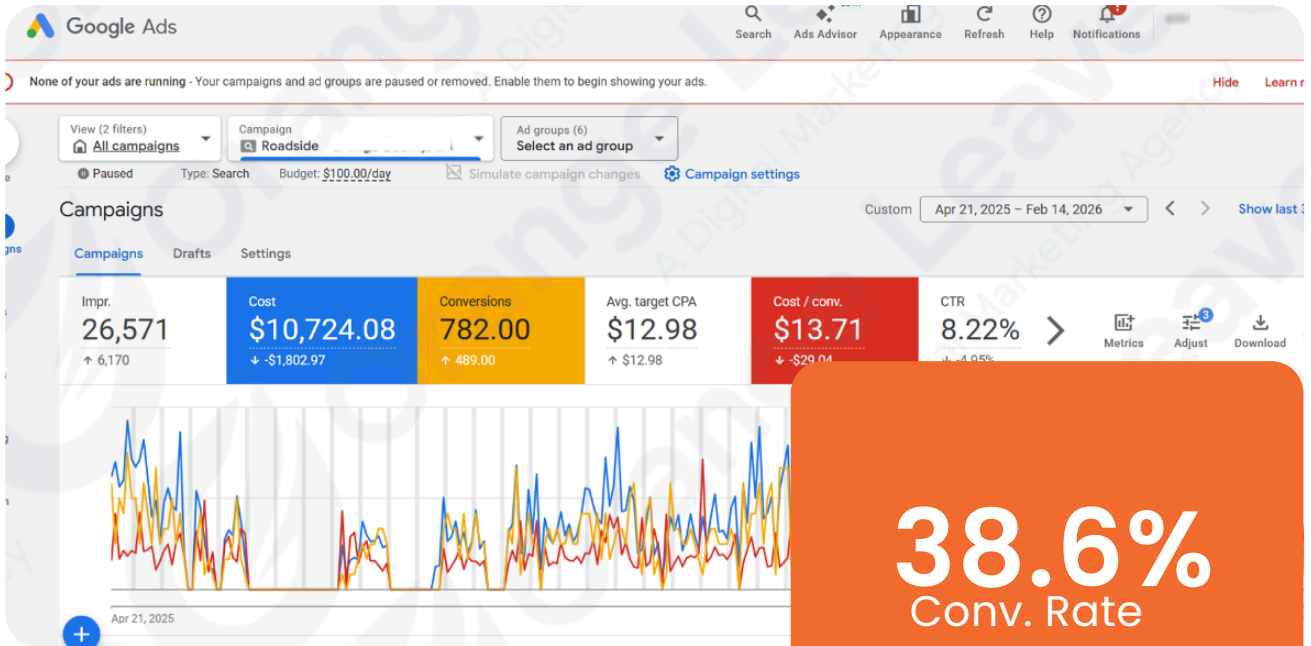
Turning a \$1.2K/month ad budget into a 24/7 customer acquisition machine.

## Project Overview

When we took over the account, the campaigns wasn't structured properly. Ad copy was generic and didn't speak to the urgency or pain points of someone stranded on the highway. Worse, there was no proper tracking in place, so there is no data which keywords actually generated paying customers versus quote requests they couldn't fulfill. We immediately paused all underperforming campaigns and conducted a complete audit of account.



**We rebuilt their entire Google Ads strategy from the ground up—hyper-local targeting, emergency-focused ad copy, and aggressive bid strategies for high-intent keywords.**



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

Our approach focused on capturing customers at the exact moment they needed help—when they're stranded, stressed, and searching for immediate solutions.

- Hyper-local campaign structure.
- Emergency-intent keyword targeting.
- Call-only campaigns for mobile.
- Ad schedule optimization.
- Negative keyword sculpting.



Optimized mobile landing speed (under 2s) and emphasized the 18-minute response time above the fold.



We shifted from Manual CPC to Target CPA, letting Google optimize for high-converting users while controlling CPA.

## Conclusion

Within 60 days, we transformed this towing company's Google Ads from an expensive gamble into their most predictable revenue driver. They went from inconsistent lead flow to fielding 7+ calls per day from customers who needed immediate service. The 71% reduction in cost per conversion meant they could reinvest savings into expanding their fleet and service areas. Most importantly, the client now has complete visibility into which campaigns, keywords, and times of day drive actual revenue—not just clicks. This is what happens when you combine deep platform expertise with an understanding of emergency service businesses and local search behavior.

**38.6%**  
Conv. Rate

Industry average is 8-12%.  
Our hyper-targeted approach tripled typical performance.

**\$13.71**  
Cost/Lead

Down from \$47 per lead. A 71% reduction in acquisition costs while increasing volume.

**7.8x**  
ROAS

Every dollar spent generated \$7.8 in verified service revenue within first 90 days