

Case Study

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

Project Objectives



Transform an underperforming Google Ads account into a lead-generation machine for a Florida-based towing service struggling with low-quality calls. The client was paying over \$34 per conversion with previous management and receiving leads with only 16% converted to actual service calls. Our objective was to slash cost per conversion, improve lead quality, and increase call volume during peak hours while maintaining profitability across emergency and non-emergency towing services.

We needed to build campaigns that could respond to the unpredictable nature of towing demand—capturing high-intent searches during roadside emergencies while competing in one of Florida's most saturated markets.

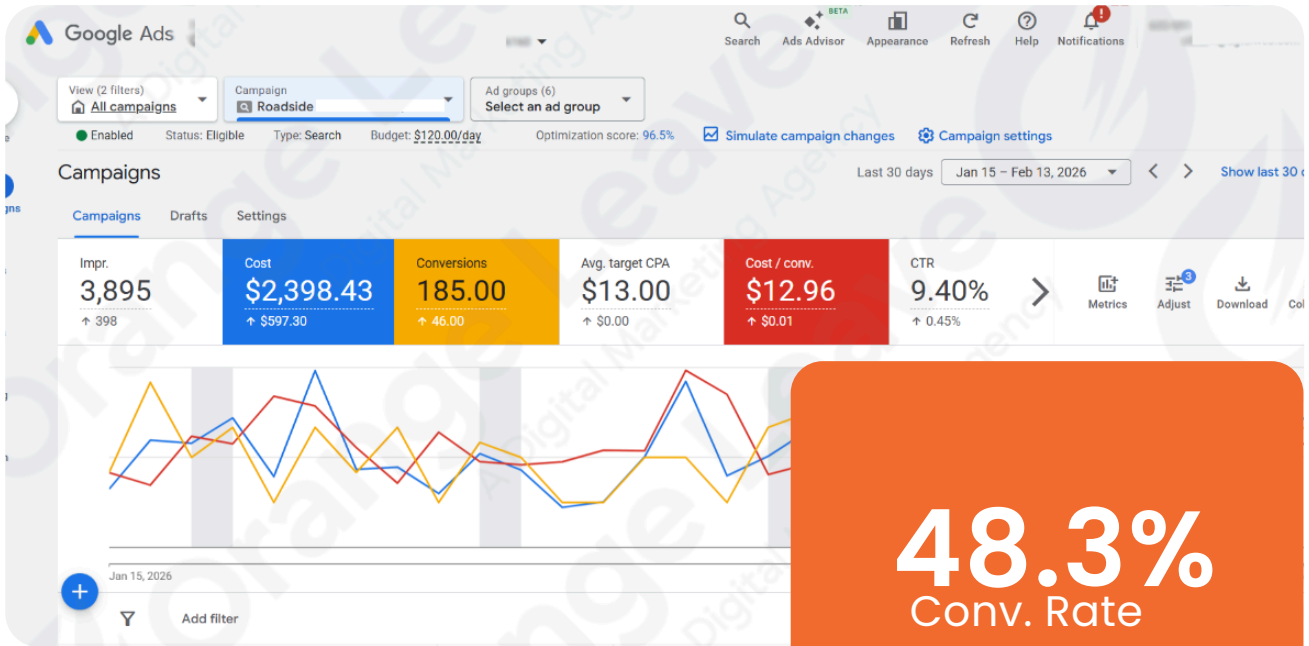
Turned a money-losing ad account into their most profitable lead source in 60 days.

Project Overview

This Florida towing company had been running Google Ads for 18 months with minimal success. Their previous agency, sent traffic to a generic homepage, and failed to separate emergency from scheduled services. When we took over the account, we immediately identified wasted spend on irrelevant searches, poor ad-to-service matching, and zero call tracking integration. Our first priority was stopping the bleeding, then rebuilding from the ground up with hyper-local targeting and service-specific campaigns.



Service-based campaigns, location bid optimization, and mobile-first pages built to drive fast calls from distressed drivers.



The Way We Perform And The Outcomes We Can Achieve

We overhauled their entire Google Ads structure with a focus on commercial intent, customer behavior, and emergency response optimization.

- Separated emergency & scheduled campaigns.
- Radius targeting near major highways.
- Mobile-optimized click-to-call landing pages.
- Built negative keyword exclusion lists.
- Peak commute bid adjustments.



We rebuilt the call tracking system to track lead sources and reveal which keywords drove real service calls.



Ad spend targeted high-incident corridors and avoided low-value areas with heavy competition or low margins.

Conclusion

Within 90 days, we transformed their Google Ads from a cost center into their highest-ROI marketing channel. The client went from spending over \$45 per lead to just \$12.96—a 70% reduction—while nearly doubling daily call volume. More importantly, lead quality improved dramatically. Dispatchers reported that 8 out of 10 calls now resulted in actual service bookings versus the previous 3 out of 10. The towing company expanded their service fleet by two trucks within six months based purely on the predictable lead flow we established. This case proves that even in commoditized, high-competition industries, the right strategy and execution can deliver exceptional performance.

48.3%
Conv. Rate

Industry average is 10-14%. Our hyper-targeted approach tripled typical performance.

\$12.9
Cost/Lead

Down from \$45 per lead. A 70% reduction in acquisition costs while increasing volume.

6.2x
ROAS

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