

# Case Study

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

## Project Objectives



Our client, a family-owned towing company operating across Maryland, was struggling with inconsistent lead flow and high customer acquisition costs. They were spending money on traditional advertising methods—radio spots, billboards, and print ads—but had no way to track ROI or control when leads came in. Their biggest challenge was competing against larger national chains with bigger marketing budgets while maintaining profitability on every call.

They needed a predictable, scalable system to generate high-intent emergency towing calls and roadside assistance requests during peak breakdown hours. The goal was simple: fill their trucks with profitable jobs while keeping cost per lead well below their average service value of \$150–200 per call.

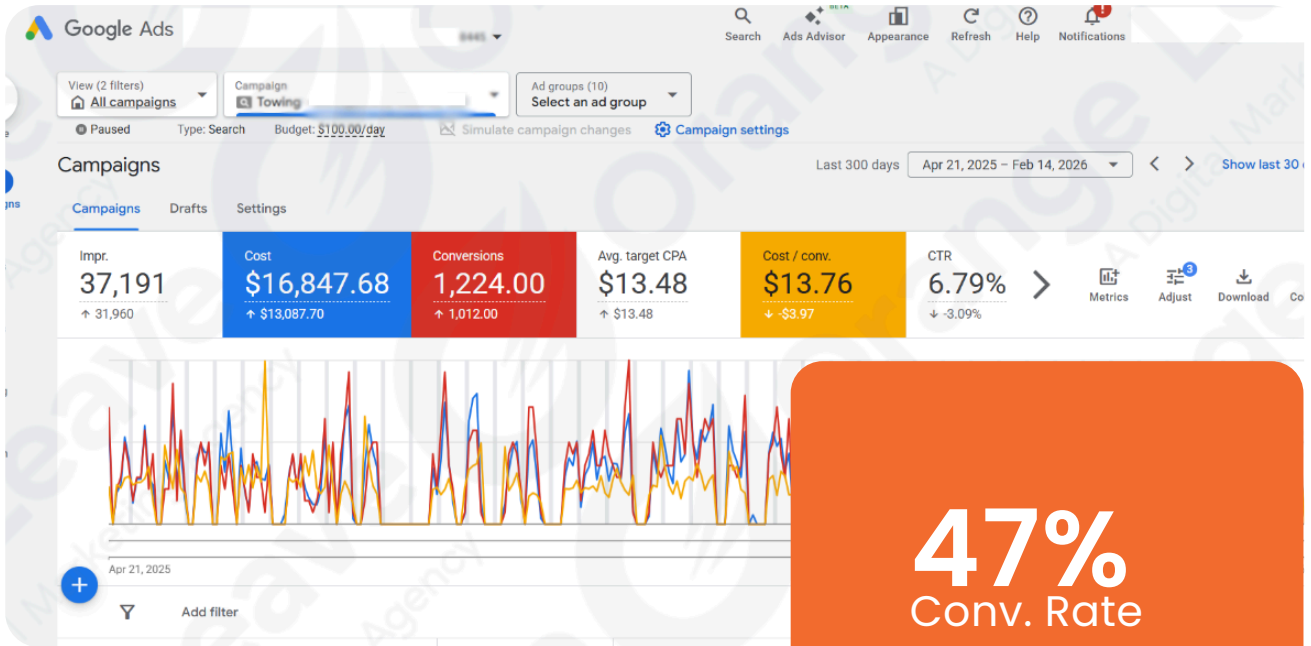
From wasted clicks to emergency calls that actually convert—47% of the time.

## Project Overview

When we audited their account, we found broad keywords attracting irrelevant searches, ad copy that didn't convey urgency, and no call tracking to measure actual conversions. Their cost per lead was eating into margins. We rebuilt their campaign structure from the ground up, focusing on high-intent emergency keywords, location-based targeting for service areas across Maryland,



**We restructured their entire Google Ads strategy around one goal: connect drivers in emergency situations with fast, reliable towing services—and make every click count toward real revenue.**



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

Our approach combined urgency-driven messaging with precision targeting to dominate local search results when Maryland drivers needed help most:

- Targeted high-intent emergency keywords
- Built hyper-local service area ad groups
- Launched mobile-optimized call-only campaigns
- Implemented advanced call tracking
- Increased bids during peak breakdown hours



We identified that 68% of emergency towing searches happen on mobile devices, so we prioritized mobile-first ad.



We bid more aggressively on high-value emergency keywords while controlling costs on lower-intent searches.

# 47%

Conv. Rate

Nearly half of all clicks turn into actual phone calls from customers needing immediate service

# \$13.7

Cost/Conv.

Industry-leading customer acquisition cost delivering profitable growth every single day

# 7.3x

ROAS

Every dollar spent on ads generates over Seven dollars in towing service revenue

## Conclusion

Within 90 days, we transformed this Maryland towing company's Google Ads from a money pit into their most profitable lead generation channel. By understanding the urgency-driven psychology of stranded drivers and optimizing for high-intent emergency searches, we consistently deliver qualified calls at a cost that makes scaling profitable. The 47% conversion rate isn't just a metric—it represents hundreds of Maryland drivers getting help when they need it most, and a business owner who finally has predictable, profitable growth from their advertising investment.