

Case Study

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

Project Objectives



Our client, a growing towing company serving multiple counties across Florida, was struggling with inconsistent lead flow and skyrocketing cost per call. Their previous agency was driving traffic, but the leads were low-quality—wrong service areas, price shoppers, and non-urgent inquiries that wasted dispatch time. They needed a complete campaign overhaul to attract high-intent callers during emergency situations while dramatically reducing their cost per conversion.

The goal was clear: generate more qualified towing requests at a sustainable cost that allowed profitable scaling across their expanding service territory.

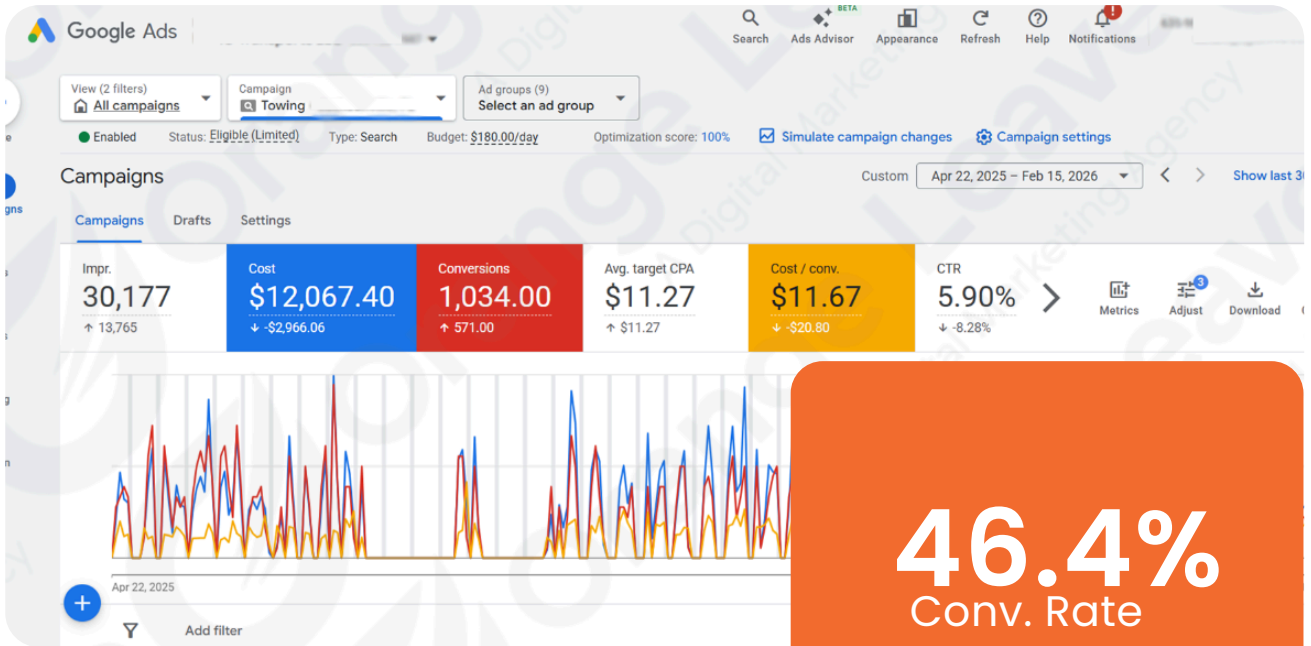
From wasted clicks to emergency calls that actually convert—in just 60 days.

Project Overview

When we took over, the account was wasting budget—low intent keywords, no scheduling, and wide location targeting brought clicks but not customers. We ran a full audit, fixed keyword gaps, improved ad relevance, and tightened conversion tracking. Our strategy focused on hyper-local targeting, emergency-intent keywords, and trust-building ad copy to turn urgent searches into real paying customers.



We rebuilt their campaigns from the ground up—eliminating waste, targeting only high-intent searchers within their service radius, and crafting relevant ad copy.



The Way We Perform And The Outcomes We Can Achieve

Our systematic approach transformed their Google Ads performance through strategic precision and continuous optimization:

- Narrowed service radius to cut wasted clicks and focus on high-converting zones.
- Targeted urgent searches like “tow truck near me now” to capture ready-to-call drivers.
- Launched mobile-first click-to-call ads to remove friction and boost calls.
- Blocked 200+ irrelevant terms to eliminate DIY, jobs, and non-service traffic.



We split the account into geo-specific campaigns to optimize bids based on each county’s competition.



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

Conclusion

Within 90 days, we transformed their Google Ads account from a money pit into their most profitable lead source. The conversion rate of 46.4% meant nearly every other click became a real service call, while the \$11.67 cost per conversion allowed them to scale aggressively into new service territories. Call volume increased by 340% month-over-month, but more importantly, dispatch teams reported a dramatic improvement in lead quality—fewer tire-kickers, more urgent calls that converted to paid jobs. The client has since expanded their service area and increased their monthly ad budget by 4x based on the consistent, profitable performance we’ve delivered.

46.4%
Conv. Rate

Nearly half of all clicks turned into qualified phone calls—industry average is 8-12%

\$11.7
Cost/Lead

Reduced cost per call by 67% while dramatically improving lead quality and urgency

7.8x
ROAS

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