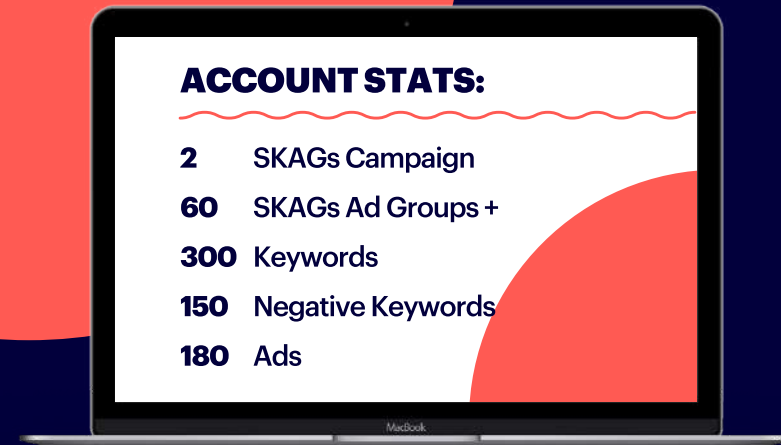


We increased Auto Digg lead count by 45% though new search campaigns and focused SKAGs.



About Project

AutoDigg - A unique car buying platform where dealerships bid and buyers buy. A platform enabling cars buyers to connect with local dealerships. Connect and negotiate with dealerships without sharing personal information beforehand.

Mention was doing all of their PPC in house, but was having trouble scaling in a competitive industry.

Goal - Increase new lead acquisition through Google Ads In the first month, We increased AutoDigg lead count by 45% though new search campaigns and focused SKAGs (Single Keyword Ad Groups).

How we did it:

- ✓ Detailed Campaign Audit
- ✓ Created Search Campaign for General Search Terms with SKAGs Structure
- ✓ Separate SKAGs Campaign for each Car Brand
- ✓ Focused on Keyword Match Types to reduce CPC
Manual Bidding
- ✓ Constant communicating about possibilities, as well as insights from Auto Digg

20%

Decrease in CPC

50%

Decrease in CPA

125%

Increase in conversion rate

66%

Decrease in budget waste

45%

Increase in the number of leads

Get Result Like These

Let's work together! Get started with a custom proposal.

[GET MY PROPOSAL](#)