

CASE STUDY

On the Move: How 97th Floor Increased JK Moving's Leads by 108%

108%

Increase in Conversions

50%

Decrease in CPL

90%

ROAS

About JK Moving

JK Moving is the largest independent mover in America. They came to 97th Floor in June 2022 after a previous agency failed to deliver cost-effective leads through JK Moving's search advertisements.

The Problem

JK Moving needed a strong partner to take control of disorderly ad accounts and execute a strategy that would consistently deliver leads at a low cost.

The Strategy

We began with an exhaustive audit of JK Moving's ad accounts. Discovering a high conversion rate of 16.98%, but costs per click and conversion were 339.06% and 82.40% above industry averages, respectively. We also found overly broad campaign goals, underutilized machine learning due to fragmented ad groups, and over 189,900 unassessed search terms, with 94% of ads scoring below a quality score of 7.

Our objective was to sustain and enhance this high conversion rate while reducing costs and optimizing budget use to boost return on investment. We streamlined campaigns by keyword match and device, removed low-priority conversion actions, ceased targeting Search Partners, shifted to CPA-focused bid strategies, condensed ad groups, adjusted RSAs, improved ad relevancy, and added negative keywords to enhance quality scores.

Results

Running from August 1, 2022, to June 23, 2023, our precise refinements led to a **190% surge in new site users**, a 108% increase in overall leads, and a **50% reduction in cost per lead**. This equated to a **90% return on ad spend**, demonstrating the power of strategic, data-driven optimizations in digital marketing.

