



How We Increased Sales Opportunities by \$1.25 Million per Month

a paid advertising case study

Matrax

Temporary Site Access Solutions



Introduction

Matrax is a solution-based design, engineering, and distribution company that has been a WebMechanix client for over six years. They recently expanded their product line and sales team, so their Google Ads account was naturally growing. Their team counted on WebMechanix to keep up with these changes and drive cost per lead (CPL) below \$100. As you'll see, WebMechanix stepped up to the plate and greatly exceeded expectations.

63.51%

cost per acquisition decrease

\$165,000

in deals per month

\$1.25M

increase in sales opportunities
per month

Discoveries

WebMechanix decreased Matrax's Google Ads cost per lead from \$139.75 to \$63.29.

The client's sales and revenue opportunities have exploded thanks to our efforts. Since our account restructure, we even reeled in a **\$10 million opportunity** and dipped to an all-time low of **\$51 CPL**.

	YTD CPL AVG
2017	\$139.75
2018	\$76.44
2019	\$74.65
2020	\$63.29

“WebMechanix has helped improve lead quantity while maintaining the quality of the leads year over year. They’re very communicative and responsive, generally responding to our requests quickly. They have a disciplined process which really helps keep things on task.” —Director of Sales and Marketing

How We Did It

We analyzed Matrax’s Google Ads account and re-allocated the budget toward their more profitable products.

Next, we removed low-volume or non-converting keywords and assessed search terms to identify new keywords that could help the client reach higher quality leads. We tested geo-modifier ads, responsive ads, and expanded-text ads.

By adding common words that people search for to our ad copy and extensions, we helped Matrax’s ads stand out and appear more relevant in searches.

We also restructured the Google Ads account nomenclature and keyword groups to make the account more manageable as it grew. We re-organized keywords by search intent, which made the account more intuitive since we had obvious buckets, such as the product itself versus its application or use.

All these efforts proved instrumental in reducing Matrax’s CPL. With a \$4,000-per-month budget, we brought in an average of **\$165,000/month** in closed deals.



The Bottom Line

WebMechanix far surpassed Matrax’s original goal of \$100 CPL. We helped the client go from an average of \$1.75 million of sales opportunities per month between 2017 and 2018 to \$3 million/month in 2019, with just a \$4,000/month advertising budget!

Moving forward with Matrax, we plan to keep lowering the CPL while keeping lead quality high and to expand into LinkedIn advertising and account-based marketing.



Contact us:

1.888.932.6861

or visit

webmechanix.com

for more information