



How We Sold A Government Tracking Device To Skeptics

a ppc case study

Introduction

Our client is a leader in the fleet management industry, providing solutions to drivers; from individual owners to larger fleets. Federal regulation required these drivers and fleets to have an electronic logging device (ELD) that tracks timing and distance of trips.

While some fleets were equipped and ready, most were unprepared and in the market. This presented a great opportunity for our client, but they weren't positioned well against new, pop-up competitors who were underpricing them.

218%

Increase in Leads YOY

76%

Decrease in Cost Per Lead YOY

315%

Increase in Overall Conversion Rate

Discoveries

Utilizing the latest Google bidding strategies allowed us to substantially lower cost per click for our client. In turn, that helped us gain greater impression share without losing volume. In addition, we created custom landing pages with extensive educational resources, creating a strong sense of credibility, justifying our client's higher price point. They also showcased unique products rather than the "one size fits all" approach their competitors were taking.



Kimberly Smiley

Director, MarComm and PR

When asked how likely would you be to recommend WebMechanix, with zero hesitation the reply was:

“10 [out of 10], definitely!”

Changing Minds

While the mandate was announced in 2015, our efforts focussed on the final months, prior to it’s enactment. Because of legislative uncertainty, many fleet owners and drivers lagged in becoming compliant.

First, we partnered closely with our client to identify the correct audience; skeptical small fleet and single truck owners who didn’t believe the devices were necessary and viewed them as government overreach. Our communications were written with friendly, identifiable language to avoid alienating these prospects.

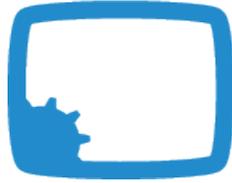
The bidding strategies led performance, deepening our understanding of the ideal buyer, dramatically improving conversion rates and increased lead volume.



The Road Ahead

Once the mandate went into effect, our priorities shifted from ELD products, but our efforts were considered a roaring success. So what’s next? Canada! Their market is experiencing a similar mandate, and learnings from this campaign are positioning our client for even more explosive growth to the North.





Contact us:

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for more information