



**CASE STUDY:  
NEED BIO  
HAZARD  
JOBS?**



**GoBio**

*An agency by GoEdison*



# The "Problem"

Prior to starting work with GoBio in March 2019, the client was working with their corporate headquarters to run Google Ads campaigns. They felt they had little control over their account, and there was poor communication with their ads account manager.

The client had been spending a substantial amount of money on ads and they were getting plenty of clicks and impressions, but were not seeing consistent lead generation as a result of those clicks.

## Terms to Know



**Clicks:** The number of clicks on your ad.

**Impressions:** The number of times your ad is shown.

**Click-through rate (CTR):** The number of clicks divided by impressions.

# The "Solution"



GoBio slowly created and implemented new search campaigns that were strategically organized for optimal performance and lead generation.

GoBio did in-depth research on industry related keywords and created a Google Ads campaign strategy based on our analysis. We moved steadily while creating our own campaigns and tested them against the client's old campaigns. Once the GoBio campaigns gained traction and began outperforming the old campaigns, we removed them from our strategy altogether.

Overall, GoBio improved the efficiency of the budget and **exploded their lead count by over 3,000%!**

# Numbers Never Lie

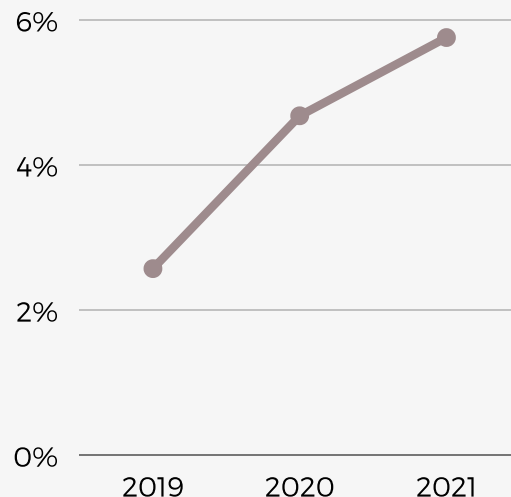
When GoBio took over PPC management, ad performance began *significantly* improving. Looking below, you will see that the budget stayed steady while the click-through-rate (CTR) and lead generation improved drastically over the last three years.

From 2018 (when the client was working with their corporate to run ad campaigns) to 2021, GoBio has increased monthly calls to their business from Google Ads alone by over 3,000%. Prior to working with GoBio, the client had never seen a website lead (form fill) from Google Ads. Currently, we are averaging 39 form fills annually from our PPC campaigns.

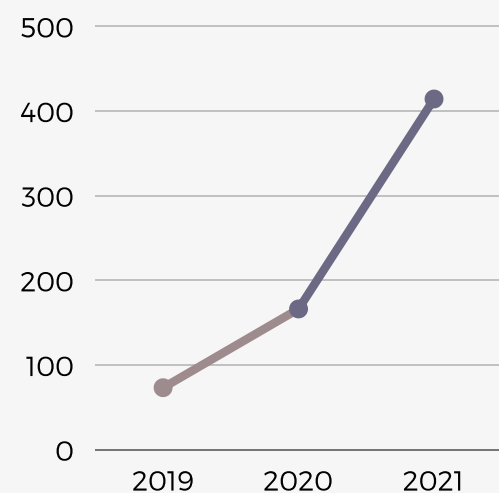
## Spend



## CTR



## Leads



# ***WE MADE THEIR PHONE RING***

These are real results from our PPC advertising strategy. We believe in two things: quality relationships and quality results.



**2018**

1 Phone Call



**2019**

71 Phone Calls



**2020**

127 Phone Calls



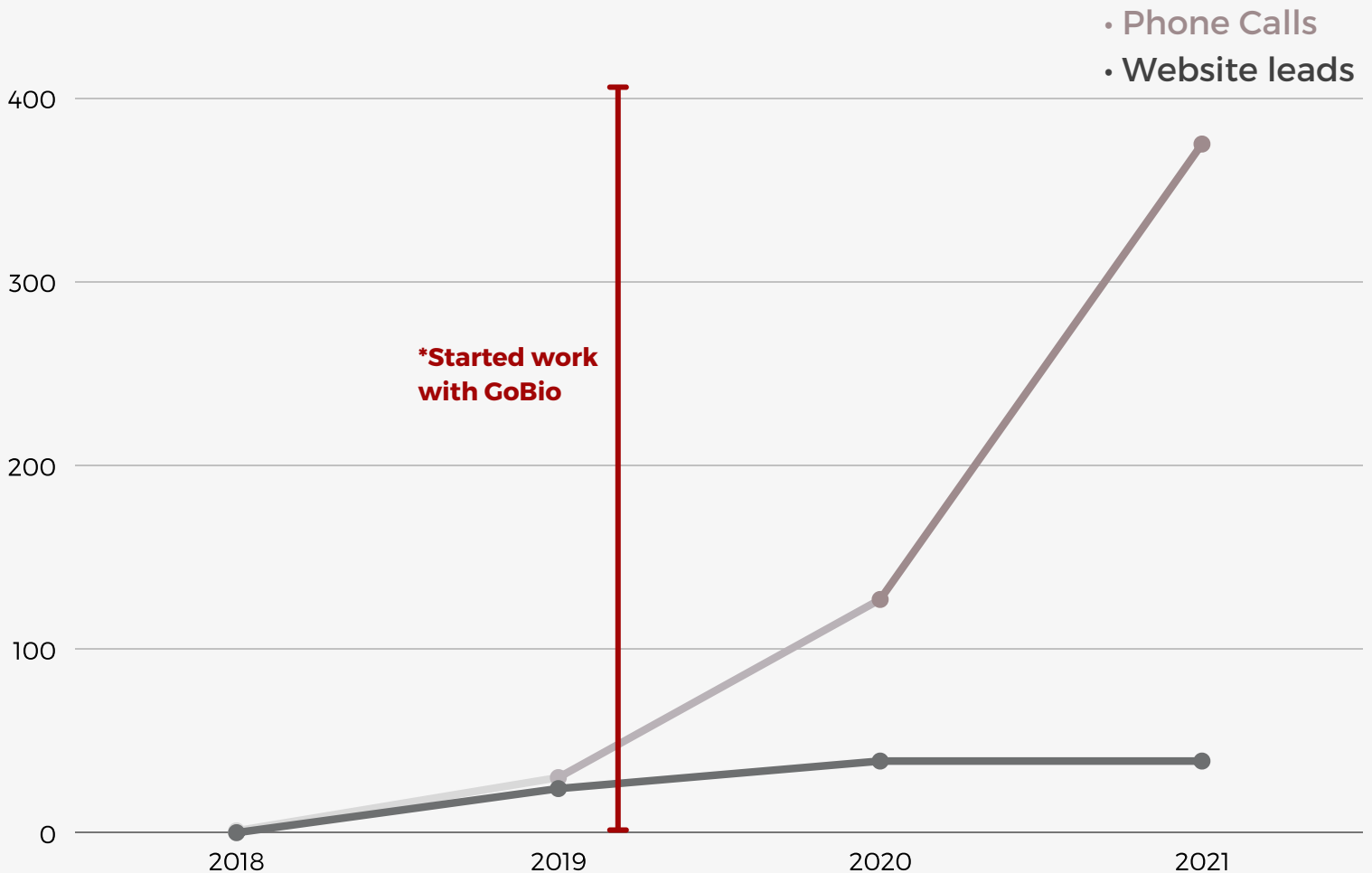
**2021**

**375**

**Phone Calls!**

# In Conclusion...

Prior to March 2019, Google Ads was bringing in an occasional lead. Today, Google Ads is now the clients main source of lead generation.



**Since signing on with GoBio, the client has also referred us to several other franchisee owners within the organization.**

If you are interested in learning more, please contact:  
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