

“I have been working with White Shark Media for over a year now, and I have to say that my overall experience has been magnificent. My initial experience with Google Ads was not that great. After White Shark Media took over, I began to see a considerable improvement from month to month. In the first month, we generated 60 leads. In just seven months, we were able to increase our leads up to 173 per month. I have not just tripled the number of leads under the same budget, but with the help of our account manager, we have been able to reduce our cost per acquisition by more than half. I highly recommend White Shark Media to any business.”

Wellington Goulart

ART STONE GRANITE & MARBLE | OWNER



About Art Stone Granite & Marble

Art Stone Granite & Marble is a local business located in Smyrna, Georgia. They specialize in the fabrication and installation of granite, marble, and quartz countertops. They serve the Atlanta and metro area. The owner, Wellington Goulart, was working with another agency that managed his Google Ads account. His previous campaign did not have sufficient tracking installed, causing him to miss out on potential revenue. Wellington decided to hire White Shark Media to improve the performance of his campaign through complete monitoring and optimization tactics.

Campaign Goals

Our team of experts set out to establish goals with Wellington that would allow him to grow his business with the aid of Google Ads:

- To track phone calls and form submissions through his website.
- To achieve a CPA of \$100 (phone calls and form submissions combined).
- To stay in the top three positions in the SERPs and outrank the competition.



The Challenges

- ❖ In his past campaign, Wellington did not have sufficient call or conversion tracking installed.
- ❖ He was targeting the wrong audience through his search campaign with a low CTR of just 0.75%. The campaign was accruing irrelevant traffic and producing almost no ROI.

Our Solution

1) Bid More Aggressively Based on Location

Our primary focus was to bid more aggressively using the cities and areas Wellington usually gets more business from to ensure the ads had a relevant audience. For instance, we used the following variations:

- ❖ granite Atlanta
- ❖ granite countertops
- ❖ Kennesaw ga

2) Install 360-Degree Tracking

Wellington uses a “Free Estimate Request” form on his website. We installed call and conversion tracking to measure calls and conversions happening on his website through Google Ads.

3) Product-Specific Ad Groups

Since Art Stone Granite & Marble is a local business, we focused on combining the names of the leading products with all the different cities we are targeting.

We decided to focus only on his main products: granite, marble, quartz. We then structured these keywords in different ad groups and paired them with city names to make the ads more effective.

The Results

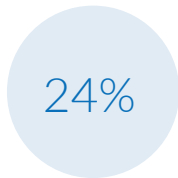
As phone calls and quote submissions kept increasing in the first couple of months, Wellington could see right away the positive impact Google Ads was making on his business.



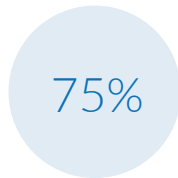
Art Stone Granite & Marble has significantly increased their volume of phone calls by 24% while decreasing their cost per lead by 75%, from \$190.97 to \$47.16 in the first quarter of the year.

Wellington is pleased about the performance of his Google Ads campaign and thanked us for our hard work and consistent delivery of outstanding results.

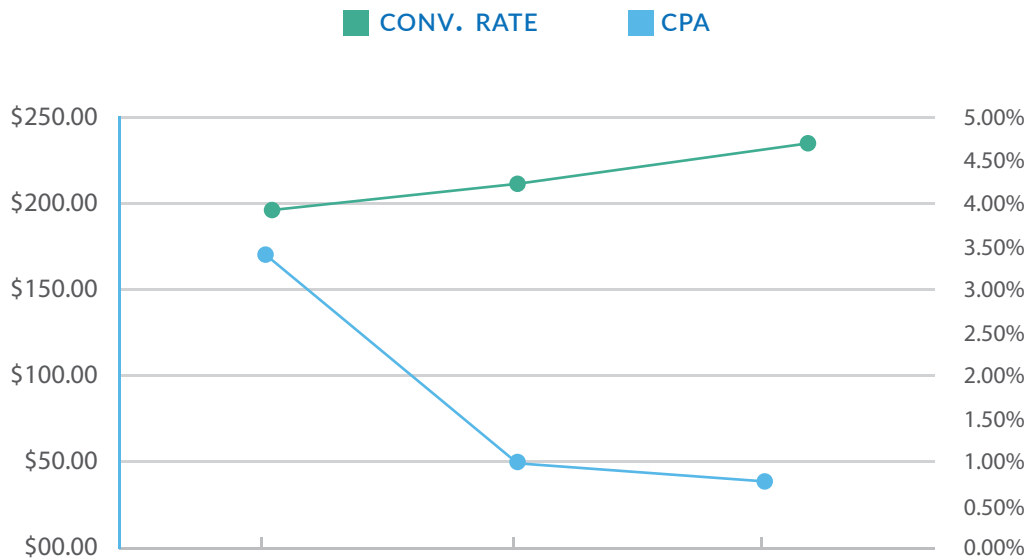
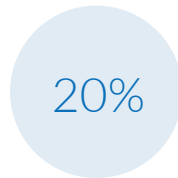
Phone calls increased by



CPA decreased by



Click conversion rate increased by



Results Summary:

In five months, we were able to improve overall campaign metrics and generate more business for Art Stone Granite & Marble:

- Conversion increased by **458%**
- Cost/Conversions decreased by **75%**
- Conversion rate increased by **424%**
- Calls increased by **24%**
- Average ad position of **2.1**

Conclusion

In all vital campaign metrics, Art Stone Granite & Marble has experienced drastic improvements. This robust, aggressive approach to campaign building had yielded exciting results, and Art Stone is pleased with the high return generated by their investment.