

HOW WE **SCALED B2B** LEADS WITH PAID SEARCH

GOOGLE ADS AND BING ADS CASE STUDY

Real Results



BRIAN LASONDE
Founder & CEO @ PPC Boost



Client

Pandora CloudCover

What they do:

Licensed background music for businesses

Audience:

- Single location businesses
- Multi location businesses



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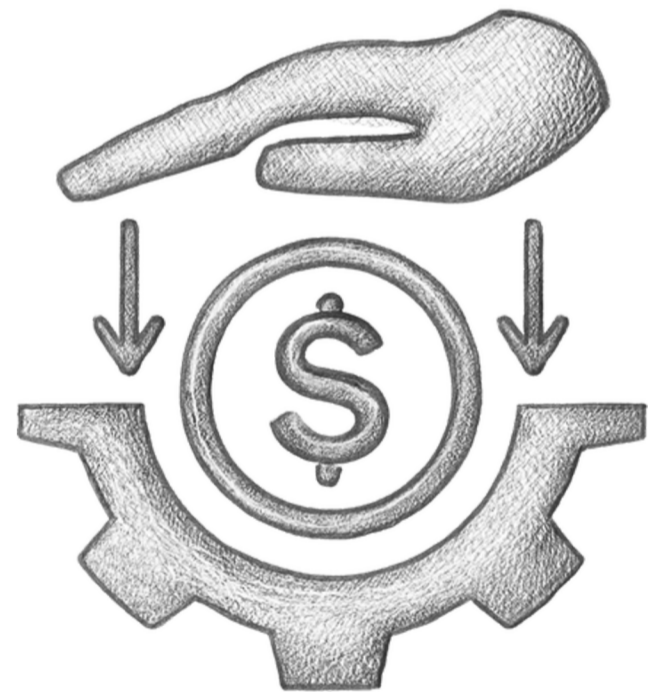
Lead volume was limited

Cost per lead was high

Efficiency was missing

The Goal was clear:

- More qualified leads
- Lower cost per lead
- More multi location accounts



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We did not chase volume
We focused on control first

- 1 Spend allocation
- 2 Keyword intent
- 3 Account structure

Clean signals before scaling



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- 1 Smart bidding used for CPL control
- 2 Ad copy better for relevance & CTR
- 3 Irrelevant searches removed
- 4 Better traffic quality
- 5 Winning search terms scaled
- 6 High intent campaigns launched



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100% Increase in leads

90% Reduction in
cost per lead

600% Increase in multi
location leads

**More volume, Better
quality, Lower cost**



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This is how **Paid Search Grows Profitably**

Structure created clarity

Clarity improved automation

Automation reduced waste

Efficiency came before scale



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