

Google Ads Audit for Global B2B Company

Client was working with a larger agency that also managed their corporate budgets and didn't feel like their smaller campaigns were getting as much attention. The goal of the campaigns was to sign up new customers for a free trial. Conducted a Google Ads Audit and implemented our findings:

Optimizations included but not limited to:

- ▶ Fixed conversion settings in Google Ads
- ▶ Utilized enhanced eCommerce in Google Analytics
- ▶ Optimized conversions to improve ROAS
- ▶ Paused underperforming campaigns
- ▶ Limited global coverage
- ▶ Dedicated resource to improve performance



The results in our Google Ads strategy optimizations to campaigns resulted in the following:

93%

Increase in ROAS

89%

Increase in free trial sign ups

249%

Decrease in cost for free trial sign ups

57%

Decrease in CPCs

88%

Increase in conversion rates

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