

GOOGLE ADS

LEAD GENERATION CASE STUDIES

OIL AND GAS

INDUSTRY



CAMPAIGN OVERVIEW

OIL AND GAS INDUSTRY

Goals

01

The primary objective of the client was to generate high-quality leads through their Google Ads campaign.

Ad Duration

02

14 Months

About the Client

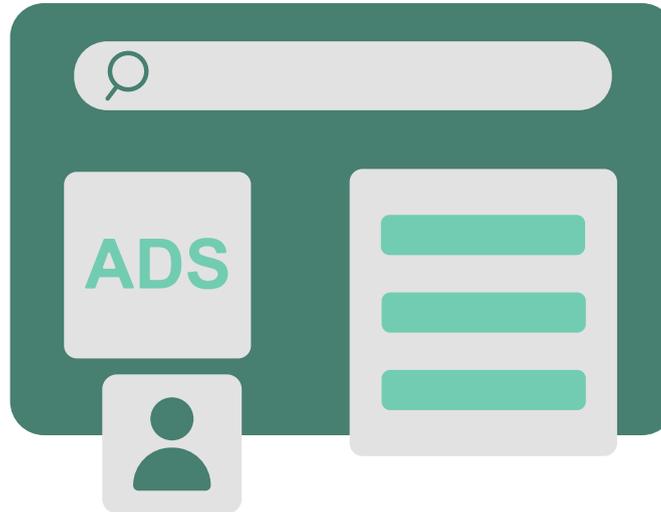
03

Client is a global oilfield products and equipment company. They aim to generate high-quality leads for their products and services through an effective Google Ads campaign.

CAMPAIGN STRATEGY

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- **Target Audience:** Client identifies their target audience as professionals in the oil and gas industry, including engineers, procurement managers, and project managers.
- **Keyword Research:** Thorough keyword research is conducted to identify relevant industry-specific keywords that align with the company's products and services.
- **Ad Copy and Extensions:** Compelling ad copy is created, focusing on the unique selling points, such as product reliability, industry expertise, and cost-effectiveness. Ad extensions like call extensions and sitelink extensions are utilized to provide additional information and encourage engagement.



- **Conversion Tracking:** Conversion tracking is implemented to measure the number of leads generated through the campaign. This allows for optimization and adjustments based on actual lead conversions.

- **Remarketing:** Client utilizes remarketing to re-engage with website visitors who have shown interest but have not converted into leads. Tailored ads are shown to this audience segment to encourage them to take the next step.
- **Ad Scheduling:** The campaign is scheduled to run during weekdays and specific hours when the target audience is most active and likely to engage.
- **Budget Management and Bidding Strategies:** A daily budget is set, and bidding strategies, such as target cost-per-acquisition (CPA) or target return on ad spend (ROAS), are implemented to ensure efficient use of the allocated budget.

ADWORD INSIGHTS

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A total of **770** conversions

- Calls from extensions – **199**
- Lead form submission – **230**
- Mail – **157**
- Download Datasheet – **184**

Total Ad Spend – **\$35,466**

Total Impressions – **264,324**

Total Clicks – **11,453**

Average CTR – **4.33%**

Average CPC – **\$3.10**

CONCLUSION

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By deploying a targeted and optimized Google Ads campaign, client successfully achieves its objective of generating high-quality leads.

The campaign's strategic ad targeting, compelling ad copy, optimized landing pages, and ongoing optimization efforts contribute to the increased lead volume and improved conversion rate. Client provided feedback stating average quotes from these leads are \$600k.

Client effectively utilizes Google Ads as a lead generation tool for maximizing their return on investment and driving business growth.

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READY TO WORK WITH OUR TEAM?

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