

Zero One Infinity

Digital Marketing Solutions



# GOOGLE ADS

## Case Study



Google Ads

[www.zerooneinfinitymakers.com](http://www.zerooneinfinitymakers.com)



## **Our Client:**

This client is a leading criminal defense attorney which hires private investigators, forensic toxicology, DNA, and other experts to provide legal defense.

## **Goal:**

Generate high-quality phone calls and leads for their defense practice.

## **Project Duration:**

6 Months

## **Problem Statement:**

The company needed new clients for their local law practice.



## Strategy (Overview)

The client wanted to grow their practice and reputation by showcasing their expertise on their website. The team decided to set up a search campaign optimized for phone calls.

### The target audience was based on income and interests:

<b>Target Audience</b>	<b>Interest:</b>	<b>Language:</b>	<b>Age group:</b>	<b>Income class:</b>
Custom Audience	In the market for defense attorney	English	25 - 65+	Top 50% and up

# Best Performing Ad

Board Certified Specialist in Criminal Defense since 1992.  
Free Initial Consultation. Trust the Experts To Handle Your  
Case. All Felonies And Misdemeanors - Abuse, DUI & More.

- The team used search ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 3k+ views.
- After generating quality link clicks and phone calls, we did not create a similar campaign for remarketing.

## Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
3,727	33	34	1.93%

**\$ Budget:** \$500 Per Month

**📍 Location:** Santa Cruz and Monterey Counties, California

## Solution (Campaigns Used):

**Search Ads:** Finding people who are intentionally looking for the client's services.

**Click-to-Call Ads:** Generating call only ads for all business types.

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

This resulted in new business for the client and potential future growth.



## **Our Client:**

This company is an event catering service that was founded 40 year ago and provides quality Glatt Kosher catering.

## **Goal:**

Generate high-quality phone calls for each location.

## **Project Duration:**

4 Years (Ongoing)

## **Problem Statement:**

The facility needed phone calls for its many venues. They had a hard time generating phone calls and leads for their wide variety of catering services, from life cycle events to corporate events.



## Strategy (Overview)

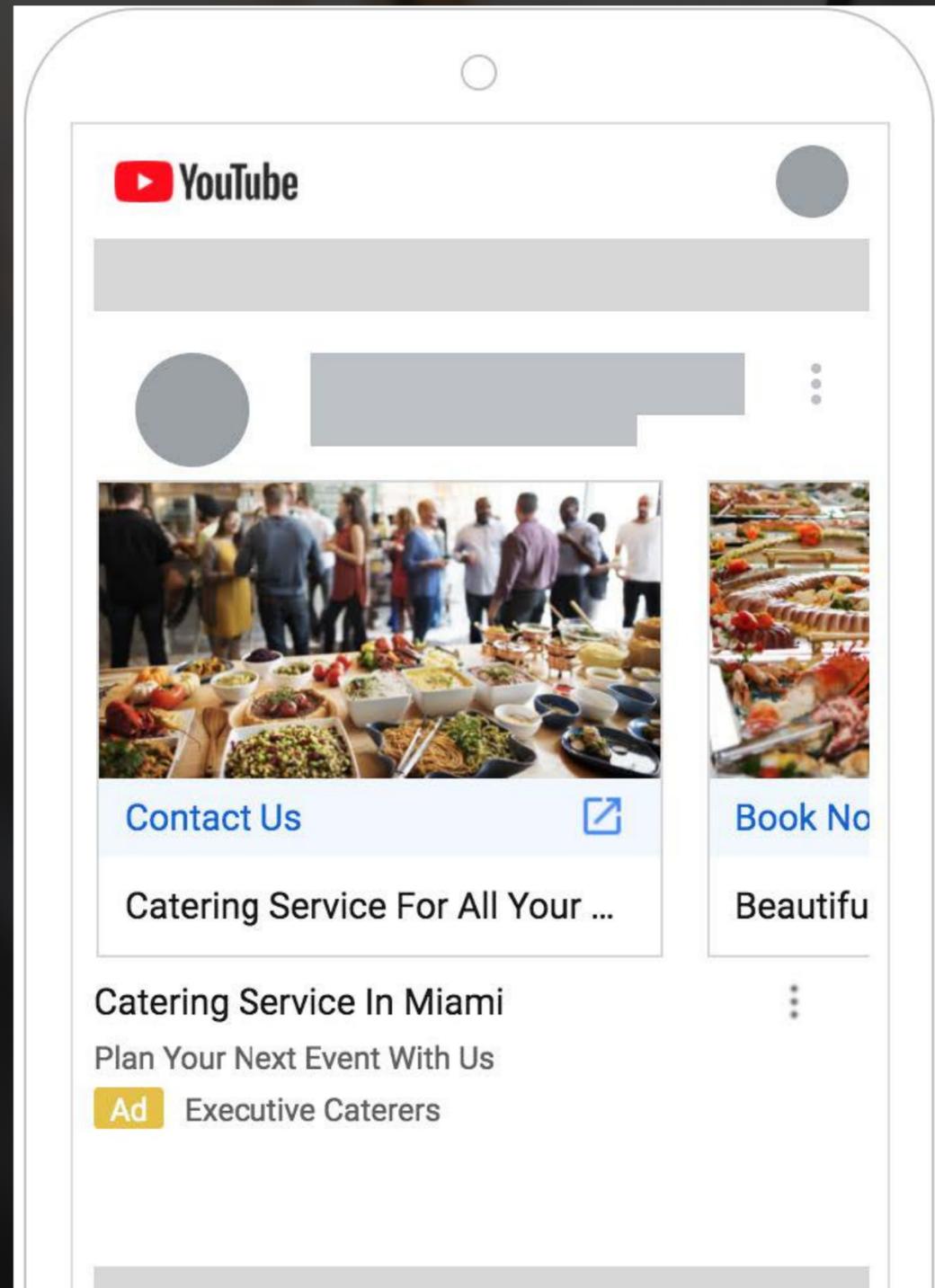
The client wanted to grow their venues for company expansion. The team decided to set up a simple search campaign optimized for each venue.

### The target audience was based on income and interests:

<b>Location:</b>	<b>Interest:</b>	<b>Language:</b>	<b>Age group:</b>	<b>Income class:</b>
Custom Audience	In the market for events	English	25 - 65+	All

**This strategy did two things, it targeted people who showed interest in events and it targeted people who were in the local area.**

# Best Performing Ad



- The team used search ads that used dynamic keywords to match their catering interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign, with a very healthy ad impression size of 132k+ views.
- After generating quality link clicks and phone calls, we created a similar campaign for remarketing.

## Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
132,783	489	513	3.45%

**\$ Budget:** \$1,000 Per Month

**📍 Location:** SOUTH FLORIDA

## Solution (Campaigns Used):

**Search Ads:** Finding people who are intentionally looking for the client's services.

**Remarketing Ads:** Reminding visitors to return to their respective landing page to finalize a phone call/conversion action.

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

We were able to generate new business for the client and provide opportunities for expansion.



## **Our Client:**

This company helps coaches and consultants create and fill their coaching programs with high-quality clients.

## **Goal:**

Generate high-quality ads for their online courses.

## **Project Duration:**

6 Months

## **Problem Statement:**

The company needed new product sales for their business.



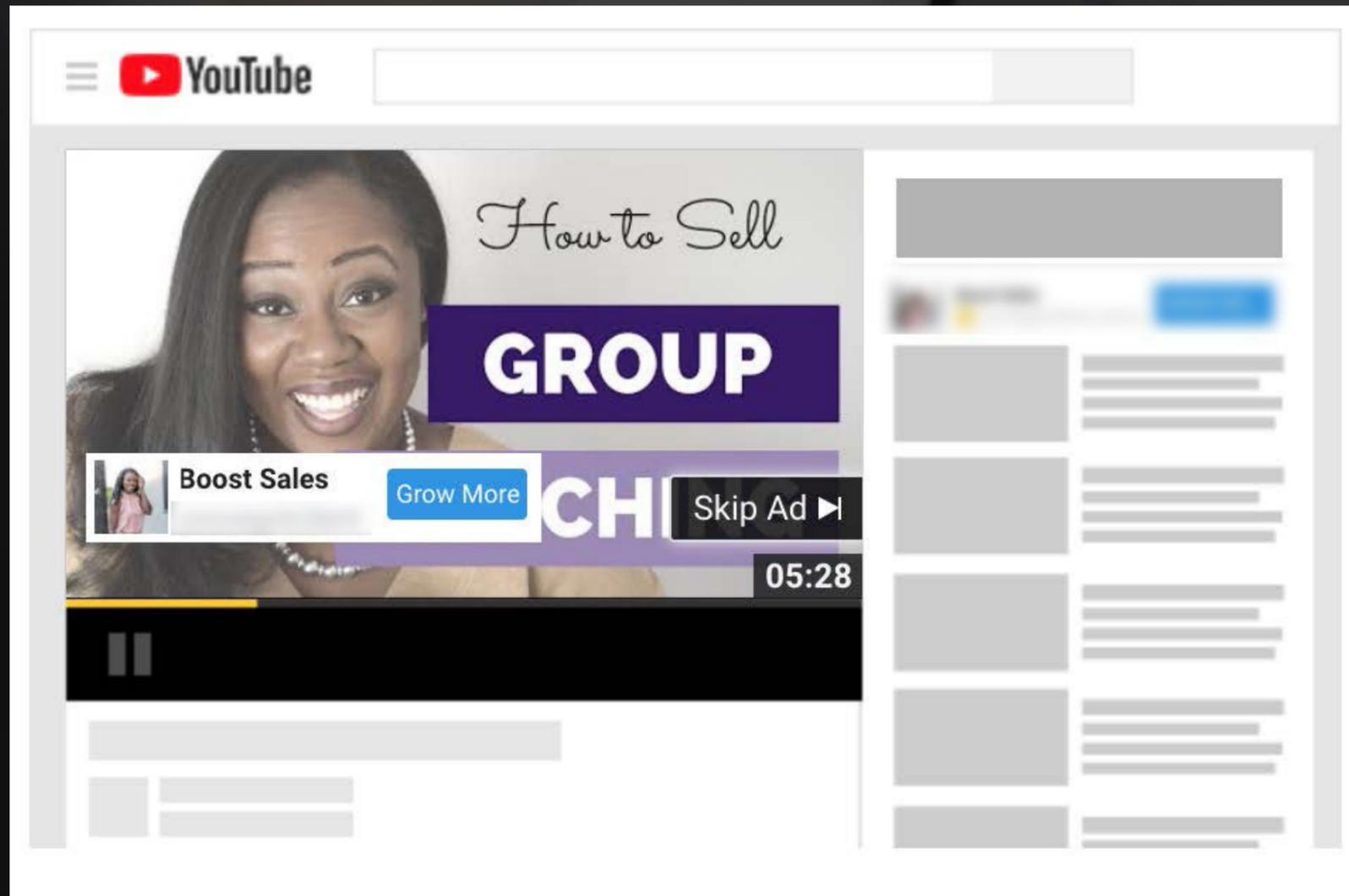
## Strategy (Overview)

The client wanted to grow their presence and sales by providing coaching lessons and selling programs. The team decided to set up a video campaign optimized for each product.

### The target audience was based on income and interests:

<b>Target Audience</b>	<b>Interest:</b>	<b>Language:</b>	<b>Age group:</b>	<b>Income class:</b>
Custom Audience	In the market for coaching lessons	English	25 - 65+	Top 41% and up

# Best Performing Ad



- The team used search ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 260k+ views.
- After generating quality link clicks and product sales, we created a similar campaign for remarketing.

## Key Metrics

Unique impressions	CTR	Conversions
266,901	1.76%	86

**\$ Budget:** \$1,200 Per Month

**📍 Location:** Worldwide

## Solution (Campaigns Used):

**Video Ads:** Finding people who are intentionally looking for the client's services via video ads.

**Display Ads:** Generating awareness through product images and creatives

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

This resulted in new business for the client and potential future growth.



## **Our Client:**

This company is touted as Atlanta's favorite macaron and won the title of best cheesecake from coast to coast from the Food Network. Their macarons are often said to taste better than the originals from France.

## **Goal:**

Generate high-quality ads for their macaroon business.

## **Project Duration:**

10 Months

## **Problem Statement:**

The company needed new product sales.



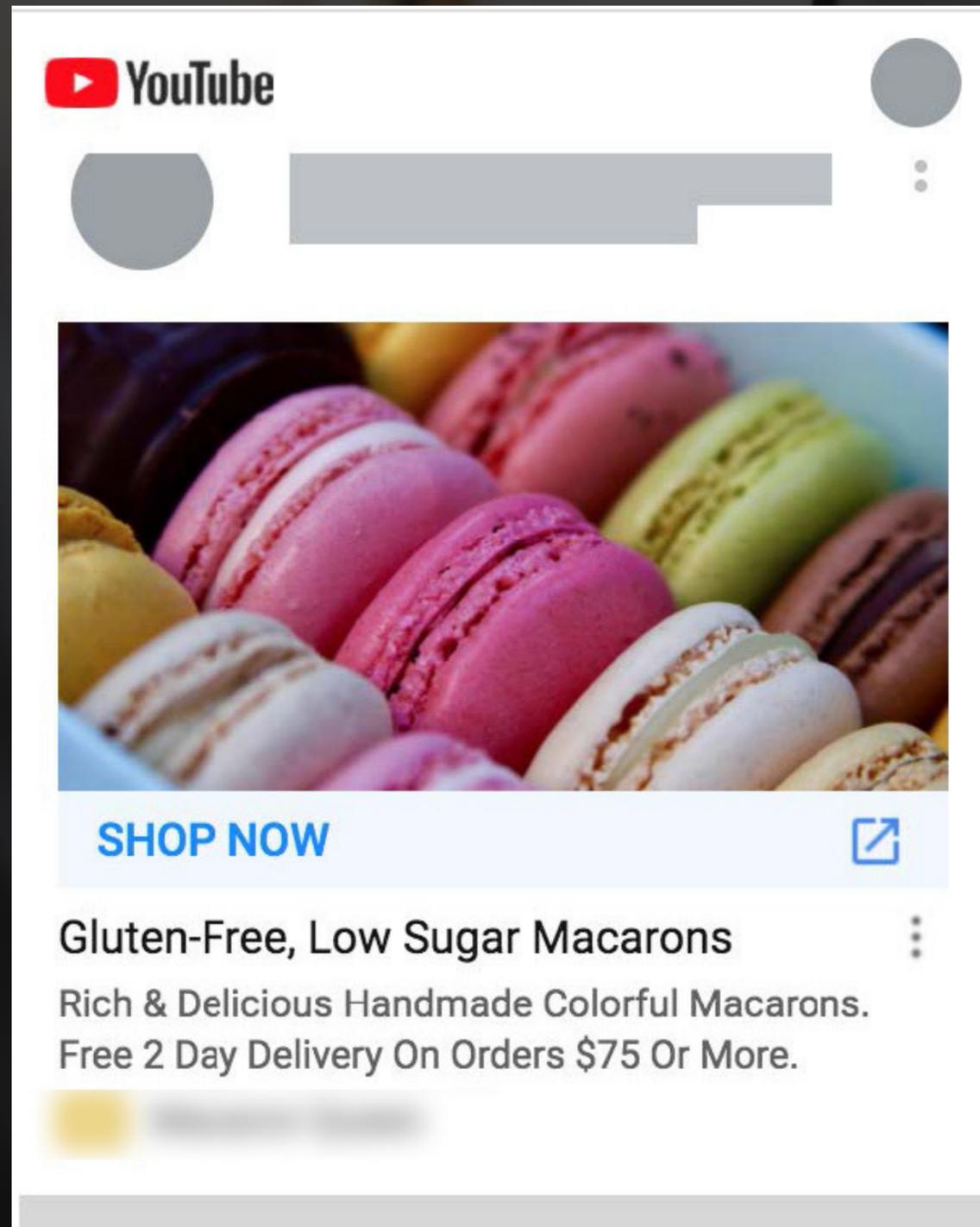
## Strategy (Overview)

The client wanted to leverage their TV presence and sales by providing quality tasting pastries for everyone to enjoy. The team decided to set up complex shopping and display campaigns optimized for each product.

### The target audience was based on income and interests:

<b>Target Audience</b> Custom Audience	<b>Interest:</b> In the market for art lessons	<b>Language:</b> English	<b>Age group:</b> 18 - 65+	<b>Income class:</b> Top 50% and up
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# Best Performing Ad



The image shows a screenshot of a YouTube shopping advertisement. At the top left is the YouTube logo. Below it is a blurred profile picture and name. The main visual is a close-up photograph of several colorful macarons in shades of pink, purple, yellow, and white. Below the image is a blue 'SHOP NOW' button with a share icon to its right. Underneath the button, the text reads 'Gluten-Free, Low Sugar Macarons' followed by 'Rich & Delicious Handmade Colorful Macarons. Free 2 Day Delivery On Orders \$75 Or More.' A blurred yellow bar is visible at the bottom of the ad.

- The team used shopping ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign, with a very healthy ad impression size of 903k+ views.
- After generating quality link clicks and product sales, we created a similar campaign for remarketing.

## Key Metrics

Unique impressions	Conversion Value	Conversions (sales)	CTR
903,808	\$28,796	1,651	1.38%

**\$ Budget:** \$3,000 Per Month

**📍 Location:** UNITED STATES

## Solution (Campaigns Used):

**Shopping Ads:** Finding people who are intentionally looking for the client's services via shopping ads.

**Display Ads:** Generating awareness through product images and creatives.

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

This resulted in new business for the client and potential future growth.



## **Our Client:**

This company is an outpatient diagnostic imaging center, providing high quality imaging services including MRIs, CT scans, ultrasounds, echocardiograms, and X-rays.

## **Goal:**

Generate high-quality phone calls and leads for their medical practice.

## **Project Duration:**

9 Months (Ongoing)

## **Problem Statement:**

The company needed new patients for their local practice.



## Strategy (Overview)

The client wanted to grow their practice and reputation by showcasing their expertise on their website. The team decided to set up a search campaign optimized for phone calls only.

### The target audience was based on income and interests:

<b>Target Audience</b>	<b>Interest:</b>	<b>Language:</b>	<b>Age group:</b>	<b>Income class:</b>
Custom Audience	In the market for Medical Services	English	25 - 65+	Top 50% and up

# Best Performing Ad

Team of trained radiology experts providing high-quality, ongoing patient care. Free CD of MRI images. No long waiting time. 100% Radiation-free. Call Now.

 Visit website

- The team used search ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 7k+ views.
- After generating quality link clicks and phone calls, we did not create a similar campaign for remarketing.

## Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
7,943	122	76	3.45%

**\$ Budget:** \$1,000 Per Month

**📍 Location:** Bergen County, NJ  
and Passaic  
County, NJ

## Solution (Campaigns Used):

**Search Ads:** Finding people who are intentionally looking for the client's services.

**Click-to-Call Ads:** Generating call only ads for all business types.

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

This resulted in new leads for the client which helped grow the business.



## **Our Client:**

This company is a leading expert in original oriental art lessons. They provide simple, concise, and easy to understand guides to complete works of art in one sitting.

## **Goal:**

Generate high-quality ads for their oriental art business.

## **Project Duration:**

9 Months

## **Problem Statement:**

The company needed new product sales.



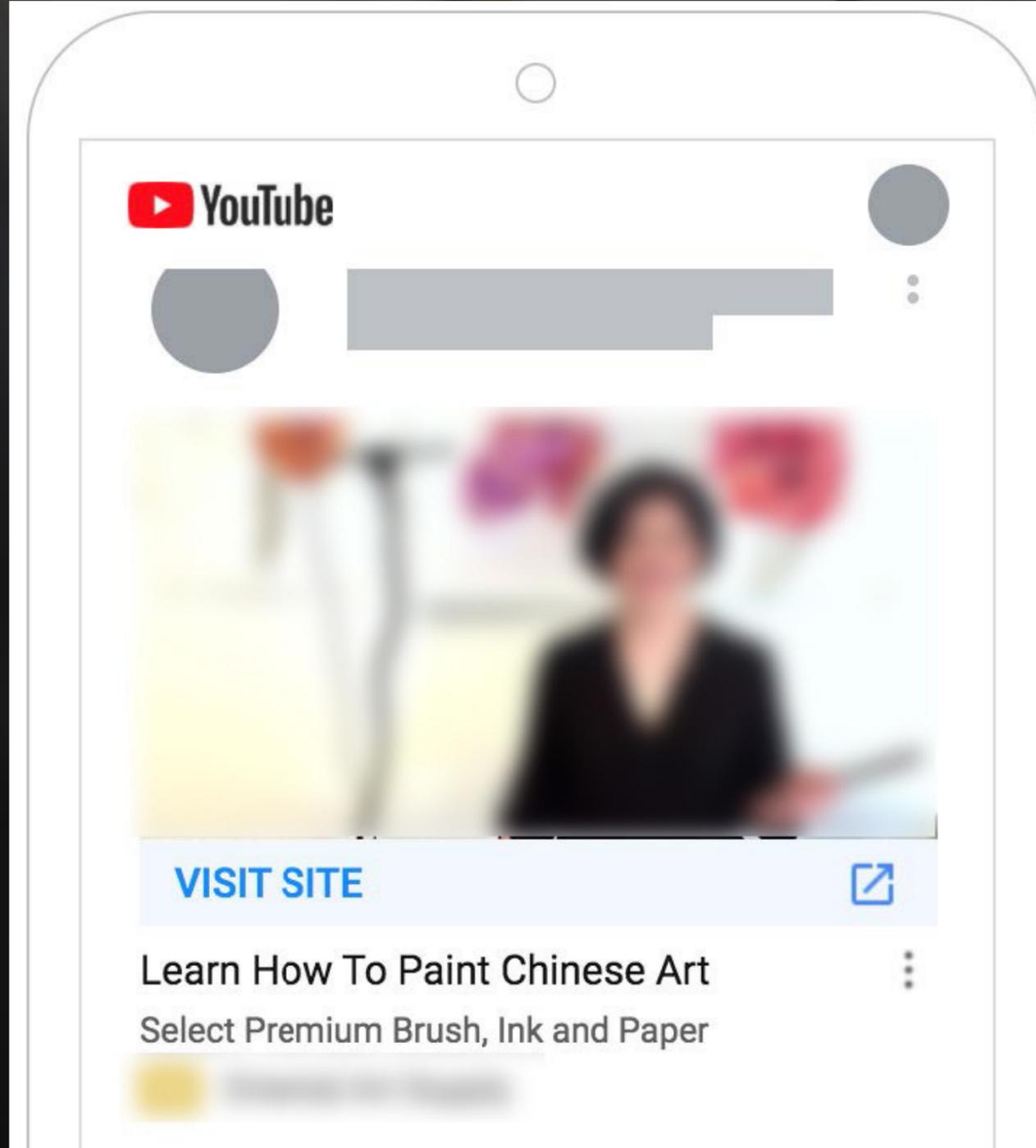
## Strategy (Overview)

The client wanted to grow their brand and reputation by showcasing their work on their website. The team decided to set up a simple search campaign optimized for each keyword.

### The target audience was based on income and interests:

<b>Target Audience</b>	<b>Interest:</b>	<b>Language:</b>	<b>Age group:</b>	<b>Income class:</b>
Custom Audience	In the market for art lessons	English	25 - 65+	Top 50% and up

# Best Performing Ad



- The team used search ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 1.19M+ views.
- After generating quality link clicks and product sales, we created a similar campaign for remarketing.

## Key Metrics

Unique impressions	Conversion Value	Conversions (sales)	CTR
1,194,181	\$20,124	1,133	0.80%

**\$ Budget:** \$2,500 Per Month

**📍 Location:** UNITED STATES

## Solution (Campaigns Used):

**Shopping Ads:** Finding people who are intentionally looking for the client's services via shopping ads.

**Display Ads:** Generating awareness through product images and creatives

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

This resulted in new leads for the client which helped grow the business.



## **Our Client:**

This is a home improvement company that provides quality roof installations and repairs in Norwich, Connecticut and the surrounding areas.

## **Goal:**

Generate high-quality phone calls for their home improvement business.

## **Project Duration:**

1.5 Years (Ongoing)

## **Problem Statement:**

The company needed new business and quality phone calls for their skilled workforce. They had a hard time generating phone calls and leads.



## Strategy (Overview)

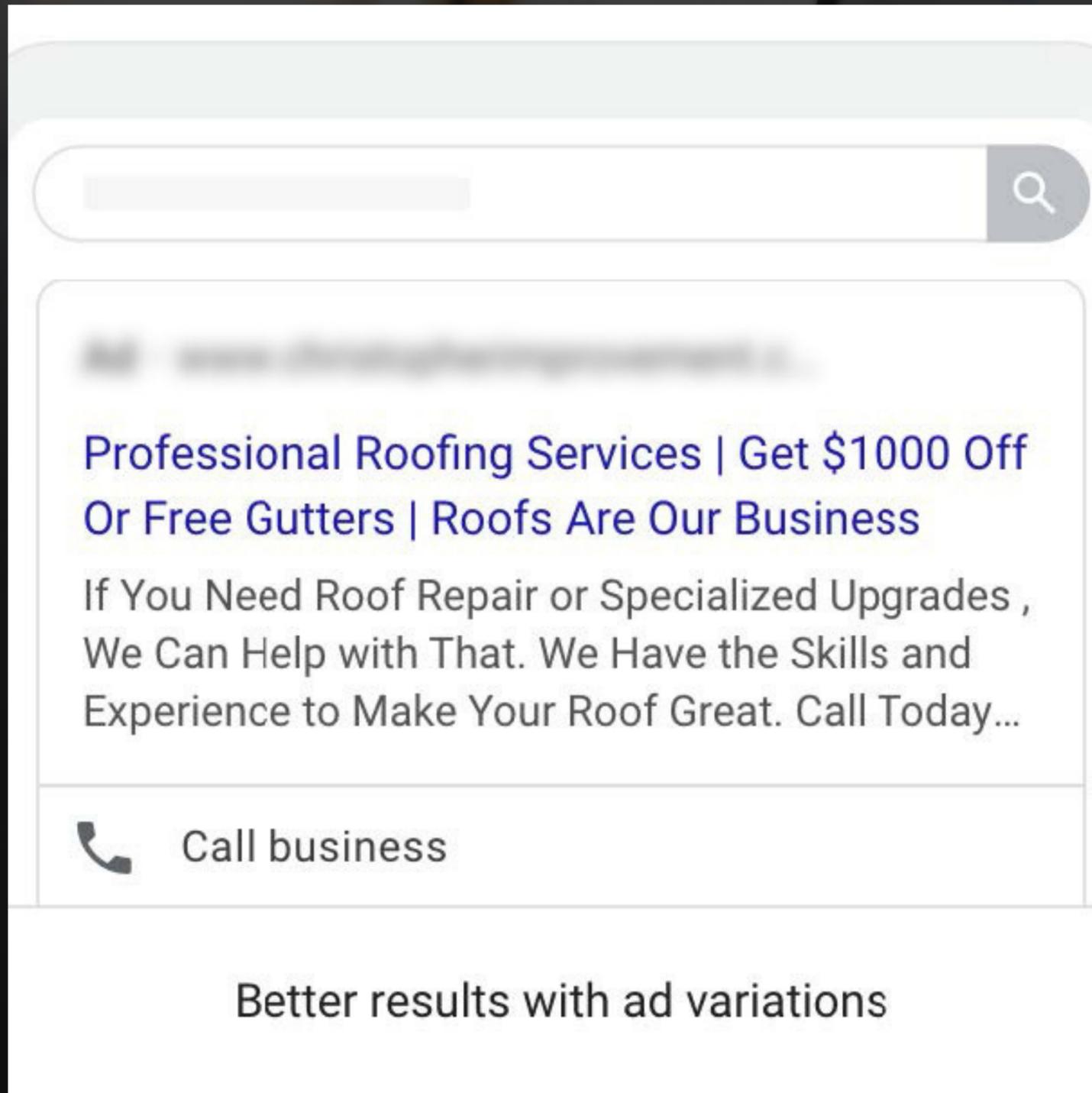
The client wanted to grow their brand and reputation by showcasing their work on their website. The team decided to set up a simple search campaign optimized for each keyword.

### The target audience was based on income and interests:

<b>Target Audience</b> Custom Audience	<b>Interest:</b> In the market for events	<b>Language:</b> English	<b>Age group:</b> 35 - 65+	<b>Income class:</b> Top 41% and up

**This strategy did two things, it targeted people who showed interest in home improvement and it targeted people who were in the local area.**

# Best Performing Ad



A screenshot of a search engine results page showing a search ad for roofing services. The ad features a search bar at the top, followed by a blurred header. The main text of the ad reads: "Professional Roofing Services | Get \$1000 Off Or Free Gutters | Roofs Are Our Business". Below this, a paragraph states: "If You Need Roof Repair or Specialized Upgrades , We Can Help with That. We Have the Skills and Experience to Make Your Roof Great. Call Today...". At the bottom of the ad, there is a "Call business" button with a telephone icon. Below the ad, the text "Better results with ad variations" is displayed.

- The team used search ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 15k+ views.
- After generating quality link clicks and phone calls, we did not create a similar campaign for remarketing.

## Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
15,218	46	42	0.93%

**\$ Budget:** \$2,000 Per Month

**📍 Location:** NORWICH, CONNECTICUT

## Solution (Campaigns Used):

**Search Ads:** Finding people who are intentionally looking for the client's services.

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

This resulted in new leads for the client which helped grow the business.



## **Our Client:**

This company is a local storage facility in South Florida. This facility was founded in 1929 and was the first of its kind.

## **Goal:**

Generate high-quality phone calls for each location.

## **Project Duration:**

4 Years (Ongoing)

## **Problem Statement:**

The facility needed phone calls for their 3 locations in South Florida; Aventura, Brickell, and Kendall. They had a tough time generating phone calls and leads.



## Strategy (Overview)

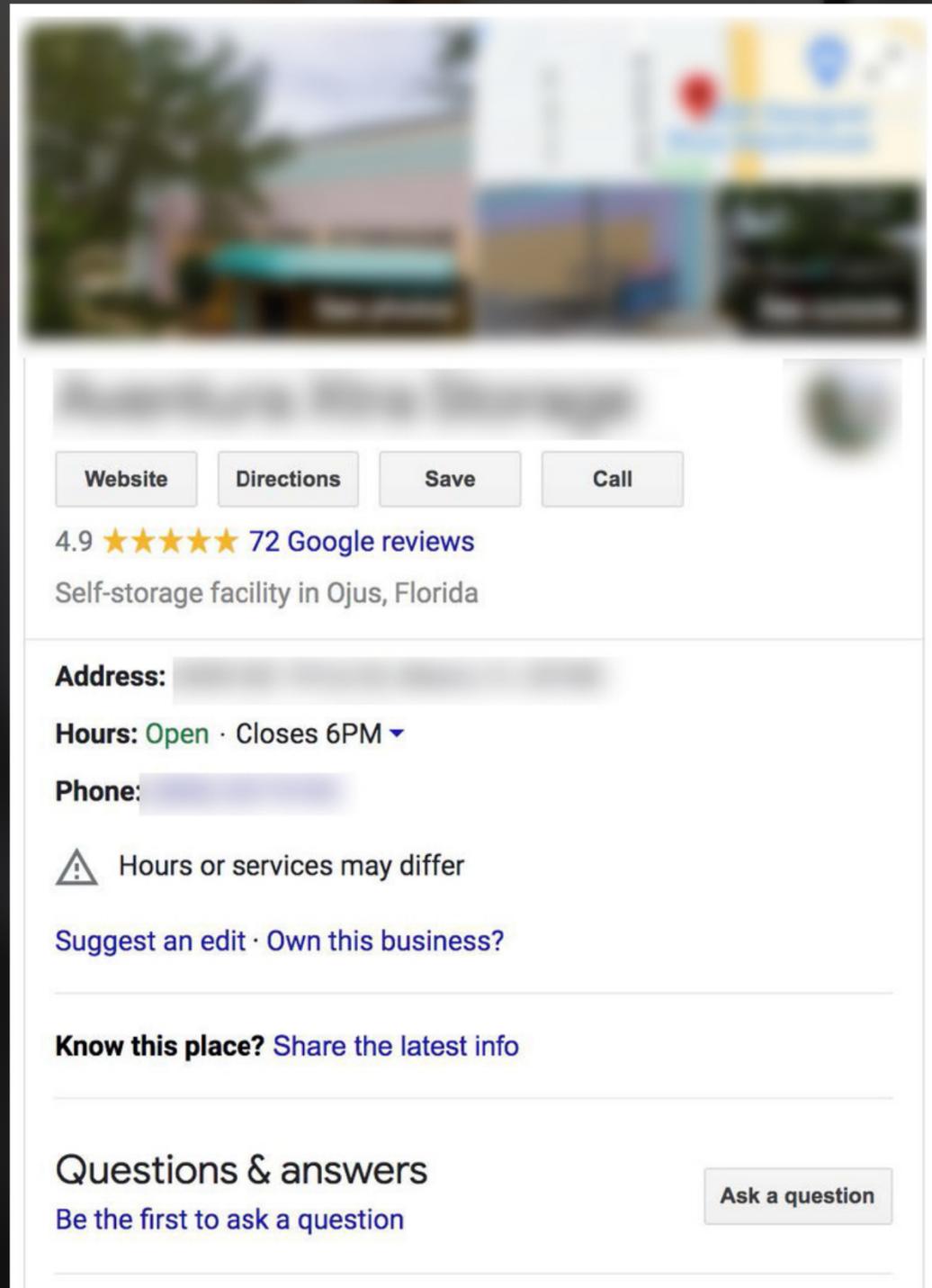
This client wanted to grow the number of storage bookings on their website or through a phone agent. The team decided to set up a Google My Business (GMB) search campaign optimized for each individual storage facility location.

### The target audience was based on income and interests:

<b>Location:</b>	<b>Interest:</b>	<b>Language:</b>	<b>Age group:</b>	<b>Income class:</b>
People in specific locations in the provided cities.	In the market for storage units	English	25 - 65+	All

**This strategy did two things, it targeted people who showed interest in storage units and it targeted people who were looking for directions to a storage facility.**

# Best Performing Ad



- The team used search ads tied to their Google My Business listing.
- Each region had an ad pointing to the agent's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 420k+ views.
- After generating quality link clicks and phone calls, we created a similar campaign for remarketing.

## Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
426,098	2,158	1,915	1.71%

**\$ Budget:** \$3,500 Per Month

**📍 Location:** SOUTH FLORIDA

## Solution (Campaigns Used):

**Search Ads:** Finding people who are intentionally looking for the client's services.

**Remarketing Ads:** Reminding visitors to return to their respective landing page to finalize a phone call/conversion action.

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

We were able to generate new leads for each storage facility in their respective locations.



## **Our Client:**

This company is a leading expert in all areas of tree restoration, maintenance, conservation, removal, and cutting services in Maine, New Hampshire, and Massachusetts.

## **Goal:**

Generate high-quality phone calls for their tree cutting business.

## **Project Duration:**

1.5 Years (Ongoing)

## **Problem Statement:**

The company needed new business and quality phone calls for their skilled workforce. They had a hard time generating phone calls and leads.



## Strategy (Overview)

The client wanted to grow their brand and reputation by showcasing their work on their website. The team decided to set up a simple search campaign optimized for each keyword.

### The target audience was based on income and interests:

<b>Target Audience</b> Custom Audience	<b>Interest:</b> In the market for tree cutting	<b>Language:</b> English	<b>Age group:</b> 35 - 65+	<b>Income class:</b> Top 41% and above

**This strategy did two things, it targeted people who showed interest in home improvement and it targeted people who were in the local area.**

# Best Performing Ad



## Professional Tree Care Expert

All work is done in compliance to the Z133.1 standards for safety in arboriculture.

Close

Open

- The team used search ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 15k+ views.
- After generating quality link clicks and phone calls, we did not create a similar campaign for remarketing.

## Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
31,943	157	142	2.26%

**\$ Budget:** \$2,000 Per Month

**📍 Location:** MAINE, NEW HAMPSHIRE,  
AND MASSACHUSETTS

## Solution (Campaigns Used):

**Search Ads:** Finding people who are intentionally looking for the client's services.

**Click-to-Call Ads:** Generating call only ads for all business types

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

We were able to generate new leads for each storage facility in their respective locations.



## **Our Client:**

This is a trusted residential and commercial real estate company based out of Florida. They needed both agent and brand awareness in several out of state regions.

## **Goal:**

Generate high-quality phone calls for new real estate agents in each out-of-state region.

## **Project Duration:**

6 Months

## **Problem Statement:**

The company wanted to capture 10% of out-of-state regional markets for their new agents. As part of this effort, a successful Google Ads campaign in each market was a must. The company needed to assert itself with property owners in the region to generate leads for new agents for each out-of-state region.



## Strategy (Overview)

This client wanted to show detailed ads to highlight the merits of each residential and commercial property leads on the Google Network. The client also requested to display ads to showcase each property.

### The target audience was based on income and interests:

<b>Target Audience</b>	<b>Interest:</b>	<b>Language:</b>	<b>Age group:</b>	<b>Income class:</b>
People in specific locations of the cities of Florida	In the market for a home	English	25 - 65+	Top 50% and up

# Best Performing Ad

Search results for [redacted] (0.73 seconds)

Buy And Sell Your Home With One Of The Most Trusted Real Estate Brands In The World. From Start To End, See What One Of Our Affiliated Agents Can Do For You And Your Family. Virtual Tours Available. Over 3,000 Offices. Serving Since 1906. The Most Trusted Brand.

**Buying A Home**  
[redacted] Is Here For You  
Offering Homebuyers Peace of Mind.

**Find An Agent**  
Work w/ Our Local Agents To Make  
Your Real Estate Dreams A Reality.

View all [redacted] area homes for sale with our comprehensive MLS search. Find school details, open house listings, local real estate agents and more.

**Find an Agent**  
As a recipient of the Women's  
Choice Award® as a "9 out of ...

**Hollywood Office**  
Contact the local experts at  
[redacted] Realty's ...

- The team used dynamic ads which pulled content directly from the client's website.
- Each region had an ad pointing to the agent's specific landing page.
- The "Find An Agent" call to action opens to the landing page and the user can either make a phone call or submit a form to get in contact with the agent.
- This was a very healthy campaign, with a very healthy ad impression size of 10B+ views.
- After generating quality link clicks and phone calls, we created a similar campaign for remarketing.

## Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
10 billion - 1 trillion	58	27	8.62%

**\$ Budget:** \$4,000 Per Month

**📍 Location:** United States

## Solution (Campaigns Used):

**Dynamic Ads:** Pulling content from the website into the ads.

**Search Ads:** Finding people who are intentionally looking for a realtor.

**Remarketing Ads:** Reminding visitors to return to their respective agent's landing page to finalize a phone call

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

This resulted in new leads for each agent in their respective regions. The team is actively optimizing each campaign for the regions that are not seeing results. The ideal goal was to reach more clients in each region within the company's set budget, which was accomplished.