

Playbook Digital

From Waste to Winning: Ad Campaign Tracking & Optimization Strategy

Case Study: Manufacturing and Construction Services Company

Challenge

When the client approached Playbook Digital, they were grappling with a common but critical challenge - They knew their advertising dollars weren't working as hard as they could. Despite significant investment, they lacked visibility into what was driving leads, leaving potential revenue untapped.

Lack of Visibility

Without proper attribution tracking, the client was unable to track leads or assess campaign effectiveness.

Wasted Budget

Ineffective campaigns consumed thousands of dollars without delivering meaningful results.

Missed Opportunities

Without a data-driven strategy, they were unable to maximize revenue potential.

Solution

Attribution Tracking

Implemented lead form tracking to identify exactly where leads were coming from.
Integrated lead data into their CRM for deeper insights into campaign performance and revenue impact.

Campaign Optimization

Launched Performance Max and retargeting campaigns on Google Ads to drive better results.

Cost Efficiency

Analyzed keywords to optimize ad spend, ensuring more leads were generated without increasing costs.

Results

Playbook Digital delivered transformative results which helped contribute to \$4.6M in revenue over 12 months.

Impressions
+508%

Clicks
+215%

Leads
+171%

Cost Per
Conversion
-53.62%

**Schedule a FREE
Analysis Today!**



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