

# BUILDING A BETTER ACCOUNT

How our account rebuilding procedures produced immediate results, plus flexibility for scaling

## CLIENT

- ◇ Texas developer specializing in land for custom home building, plus a development of pre-built homes

## CHALLENGE

- ◇ Had managed their own paid search accounts, but found the results weren't worth the time, money, or effort

## SOLUTION

- ◇ Rebuilt paid search accounts for maximum effectiveness and efficiency

## 90-DAY OUTCOMES

COST PER CLICK

↓ 5%

CONVERSION RATE

↑ 61%

COST PER LEAD

↓ 41%

How did we do it? By applying human intelligence to data and focusing on the details:

- ◇ Leveraging search traffic data to determine top-priority keywords
- ◇ Using match types intelligently to maximize efficiency and reduce cost
- ◇ Customizing ad copy for each audience to maximize conversions
- ◇ Optimizing bidding for maximum visibility of low-funnel terms
- ◇ Applying searcher-intent best practices to all ads at every level
- ◇ Strategically rebuilding remarketing campaigns to align messaging with searcher intent

Our proven way of structuring and organizing paid search campaigns has consistently delivered similar results for all our clients: conversion rates go up, cost per conversion goes down, and the account starts delivering leads and customers much more efficiently.



(un)Common Logic solves the hard problems in digital marketing by using data to uncover surprising details, then using human intelligence to leverage that information for uncommon results. Visit [www.uncommonlogic.com](http://www.uncommonlogic.com) or reach us directly at [contactus@uncommonlogic.com](mailto:contactus@uncommonlogic.com).