

**CASE STUDY**

# Driving More Leads at a Lower Cost for Veteran Ratings

How Q1Media maximized return for an SEM campaign through improved bidding, budget, and keyword optimization.

## Campaign Quick Facts

**32%**

Increase in Lead  
Qualification Rate

**78%**

Improvement in Google  
Ads Conversion Rate

**26%**

Increase in Click  
Through Rate (CTR)



## About the Client

Veteran Ratings specializes in guiding veterans through complex VA processes, offering expert support and innovative technology to help them access the benefits they deserve.

## The Campaign Goal

The goal was to generate qualified leads through paid channels while balancing volume, Cost per Lead (CPL), and lead quality.

## Strategy

The SEM campaign focused on refining keyword strategy by eliminating redundancies and optimizing campaign structure. To achieve this goal for the company, Q1Media identified poorly converting queries while expanding the volume for high-performing keywords. This strategy improved the campaign's efficiency and also maximized the overall lead generation potential.

To adapt to daily fluctuations in volume, quality, and cost of leads generated, Q1Media introduced an agile budget management strategy, balancing spend across Search, Display, and PMAX. The team closely monitored performance, adjusting bidding strategies, including frequent tuning of CPA, to align with real-time business needs. Additionally, Veteran Ratings utilized both Conversion Rate Optimization (CRO) and Creative services through Q1Media to increase conversion efficiency. This combined approach ensured that the campaign met its daily, weekly, and monthly performance goals.

To drive continuous optimization, Q1Media implemented a new live reporting system, offering day-over-day comparative metrics and pace tracking, enabling Veteran Ratings to make quick, data-driven decisions. Additionally, Veteran Ratings partnered with Q1Media to integrate business and lead quality data into SEM reporting, for more precise deep-funnel optimizations and ongoing campaign refinement.

## Results + Success

The SEM campaign achieved a **23% reduction in CPL** and a **32% improvement in lead qualification rates**. Google Ads conversion rates **increased by 78%**, while Microsoft Ads **Cost per Acquisition dropped by 19%**. **CTR rose by 26%**, driving more qualified leads at a lower cost. Veteran Ratings praised Q1Media for its real-time optimization, noting a noticeable uptick in results within a week. The customer especially praised Q1Media for quickly identifying improvements, which **significantly boosted campaign performance during the flight**.