

The logo for Blueprint CLAIMS, with "Blueprint" in a dark blue serif font and "CLAIMS" in a smaller, blue sans-serif font below it.

How Strategic Rebranding Improved Lead Quality and Reduced CPL by 40% for a Public Adjuster

Google Ads

In early 2024, our client operated under the name Floridian Public Adjuster, offering services across the United States. Despite strong campaign reach, the client recognized a potential challenge: the brand name “Floridian” could confuse users outside Florida, possibly limiting conversion rates.

Challenge



The client considered a rebranding initiative to remove geographic limitations implied by their current name. However, rebranding posed risks, especially the potential negative impact on user engagement and conversion due to reduced brand recognition.

Solution



Data-Driven Testing and Gradual Transition

To ensure an informed decision, our team proposed a three-variant user engagement test with the following variations:

- The original logo
- A placeholder (fake) logo
- No logo at all

This A/B test aimed to measure user interaction and bounce rates across variations to understand how logo presence influenced user behavior.

Key Findings

Variants without the original logo (fake logo and no logo) demonstrated higher engagement and lower bounce rate. Below are the results for one of the landing pages on which the test was conducted:

Name of test variant	Engagement rate	Bounce rate
Version #1	83.85%	16.15%
Version #2	76.07%	23.93%
Control	64.17%	35.83%

Control – the original logo, Version #1 – no logo, Version #2 – fake logo.

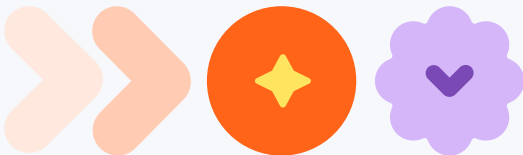
The results indicated that moving away from the “Floridian” branding could positively impact user response.

Implementation

Encouraged by these insights, the client proceeded with the rebranding process. Our design team collaborated closely to adapt website pages to align with the new branding.

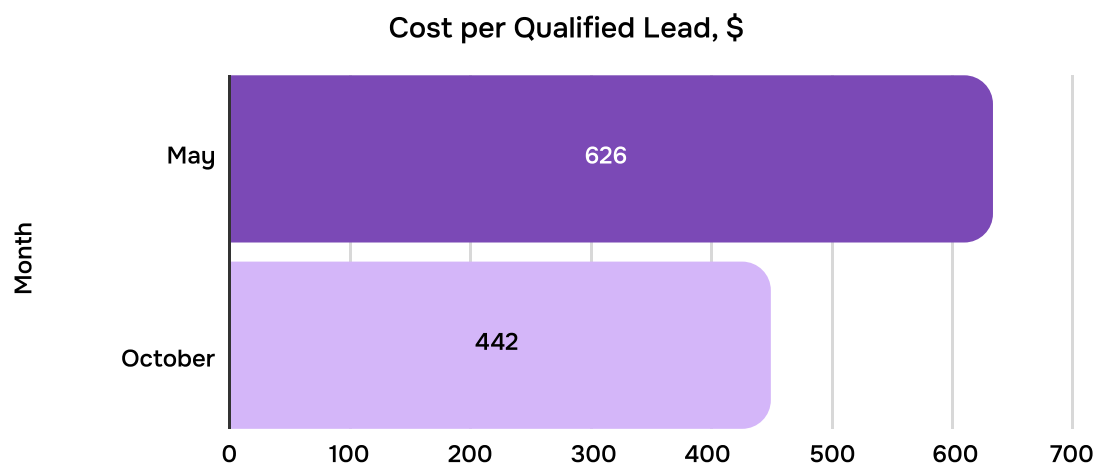
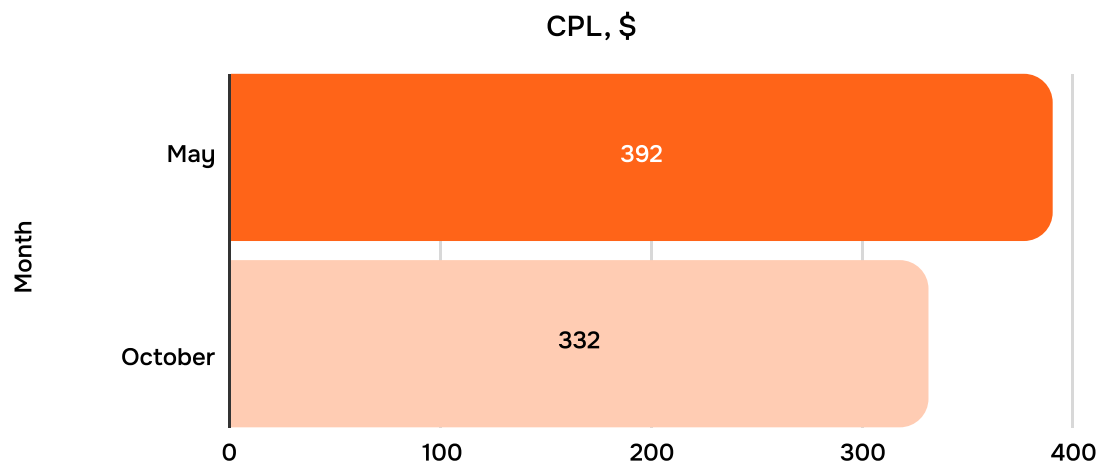
Simultaneously, we carefully managed paid media campaigns by gradually reducing spend on brand-specific keywords containing “Floridian” to avoid confusing ads during the transition.

Results



Following the full launch of the new branding in October 2024, campaign performance improved significantly compared to pre-rebrand metrics from May 2024 (selected due to similar traffic volume for an objective comparison):

- Cost Per Lead (CPL) on Google Ads decreased by 17%.
- Cost Per Qualified Lead dropped by 40%.



Looking at individual landing pages with comparable traffic volumes, we observed conversion rate improvements as well (May vs. October):

- **Miami page: +3%**
- **Orlando page: +2%**
- **Palm Beach page: +1%**

These gains are especially notable given that rebranding often risks lowering conversion rates due to decreased brand awareness.

This case demonstrates the power of strategic, data-driven rebranding supported by careful testing and staged implementation.