

# Successful Ad Scaling: 176% More Leads in Creative Video Production

Google Ads

Bing Ads

In accordance with a non-disclosure agreement, we are unable to reveal the client's name or brand. However, the results speak for themselves.

Our client [NDA] is a creative company specializing in producing emotionally compelling, cinematic video campaigns and branded content for leading brands and agencies. They operate primarily in North America, serving marketing and production teams that demand high-quality storytelling.

**↑176%**

increase the number of  
qualified leads from Paid Ads

**13% → 39%**

Google Ads Impression Share  
(16 months)

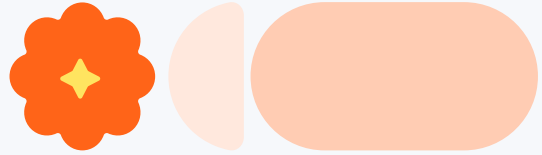
## Project Goals



The main objective was to build a profitable and reliable lead generation channel via Google Ads.

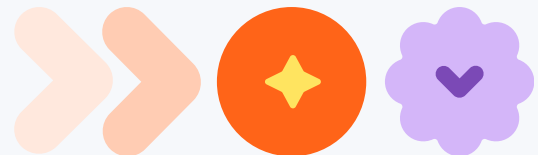
The focus was on generating qualified leads (opportunities), improving ROI and ROAS, expanding reach, and enabling future budget scaling – all while maintaining high lead quality.

## Challenges



- Initially, the campaigns suffered from low impression share, limiting ad visibility in key markets.
- Conversion tracking was not fully set up; micro-conversions were missing, which prevented a complete analysis of the user journey.
- Keyword groups and ad copy were poorly segmented, reducing ad relevance and CTR.
- Mobile traffic showed low conversion rates, affecting overall campaign efficiency.
- Seasonal fluctuations added complexity to campaign management.

## Our Solutions



- **Conversion Tracking Setup:**  
We thoroughly configured conversion tracking by reviewing macro conversions and setting up micro conversions and ensuring every key website element was properly tracked. This gave us clear insight into which leads truly mattered.
- **Keyword & Ad Group Optimization:**  
We researched and rebuilt keyword lists tailored by region and service offering. Ad groups were logically divided by service type to boost ad relevance. Multiple ad copy variants were developed and A/B tested to find the best performers.

- **Targeted Campaign Structuring:**

Separate campaigns were launched for specific key locations across targeted markets. This allowed precise bid management and budget allocation per region. Ineffective and irrelevant geos and audiences were excluded based on data analysis and client feedback.

- **Campaign Testing and Optimization:**

Different campaign types were thoroughly tested, leading to the identification of the most effective combinations.

- **CRM Integration & Tracking:**

Improved HubSpot integration and UTM consistency ensured that every lead was tracked end-to-end, improving campaign optimization and reporting accuracy.

- **Introduction of Additional Lead Generation Channel:**

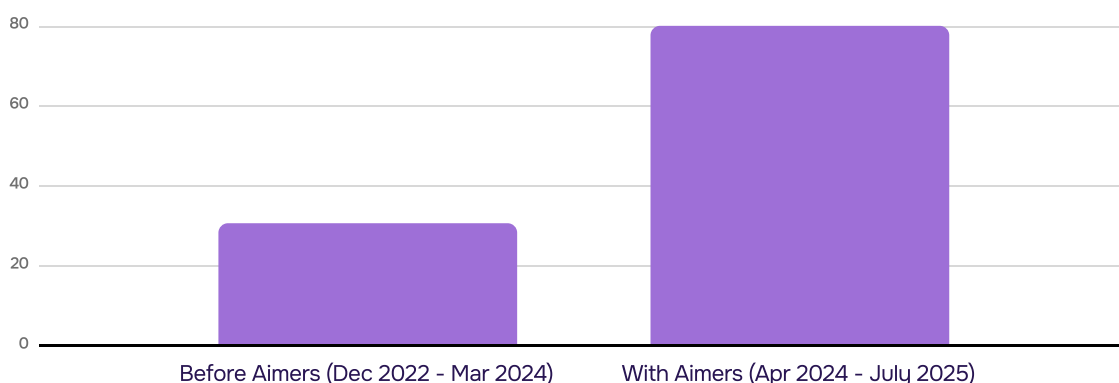
After stabilizing and scaling results in Google Ads, we proposed and launched an additional lead generation channel—Bing Ads—to further maximize overall performance.

## Results



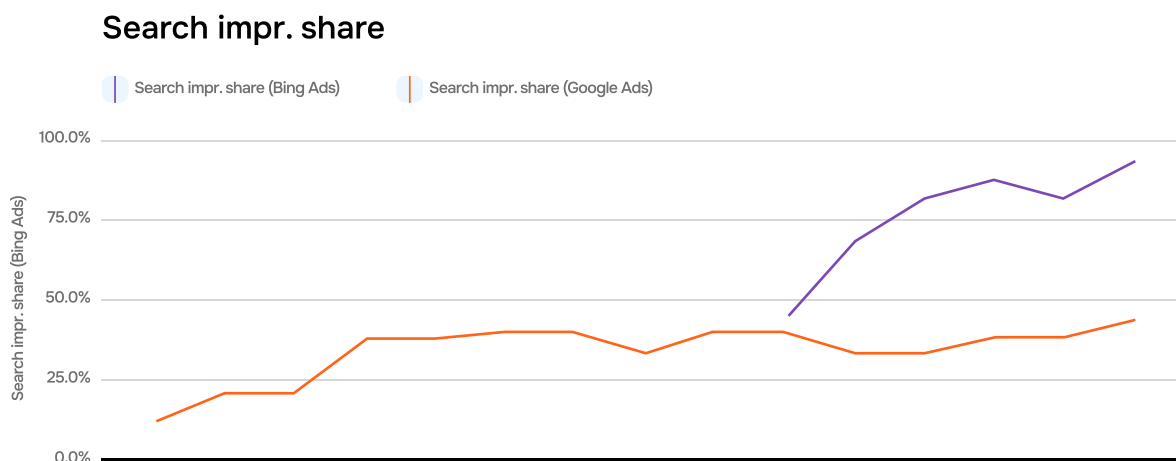
Over the past 16 months, we've made significant optimizations to the campaigns and successfully scaled the account's spend, which led to a 176% increase in the number of qualified leads from Paid Ads.

**Number of Qualified Leads**



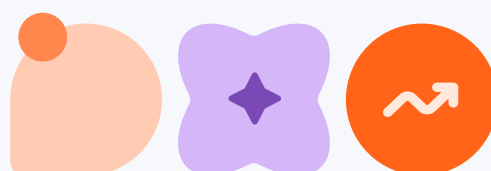
Impression Share notably increased across platforms, improving ad visibility and reach within our target audience. This led to more opportunities for attracting quality leads.

- Google Ads Impression Share increased **from 13% to 39%** within 16 months.
- Bing Ads Impression Share rose **from 41% to 91%** within just 6 months.



- The ROAS currently stands at **268%**.
- Successful expansion into new markets set a strong foundation for future growth.

## What's Next?



We're excited to continue partnering with our client [NDA] to elevate ad performance. Upcoming initiatives include launching LinkedIn Ads to precisely reach decision-makers, introducing campaigns to promote additional services, and expanding advertising into new markets. This ongoing collaboration focuses on achieving sustainable growth while consistently delivering high-quality leads.