



# How We Improved Lead Quality and Reduced CPA for ZappySys Through Google Ads Optimization

Google Ads

B2B

Data Integration & Automation Software

**+58%**

Lead Score

**-10%**

CPA

## Challenge



ZappySys approached us to scale lead generation, improve lead quality, and reduce cost per acquisition. Initially, the account relied heavily on global Search campaigns, with a large portion of spend allocated to low-performing geographies. Lead Score was 12, with a relatively high CPA at the early stage of the project.

The main challenges included inefficient global targeting, limited use of display and Performance Max campaigns.

# Solution



## Phase 1: August 2024 – February 2025

- **Geo-targeting audit:** Removed low-performing countries to focus budget on high-potential markets
- **Ad copy optimization:** Rewrote ads following Google Ads Best Practices
- **Creative preparation:** Developed assets for testing Display and Performance Max campaigns
- **Maintaining Search as the backbone:** Search campaigns remained the main source of high-quality leads

Performance (Lead Score):

- **Lead Score (Display): 16**
- **Lead Score (Search): 20**
- **Lead Score (total): 12** (there were other campaign types apart from search and display)

## Phase 2: March – July 2025

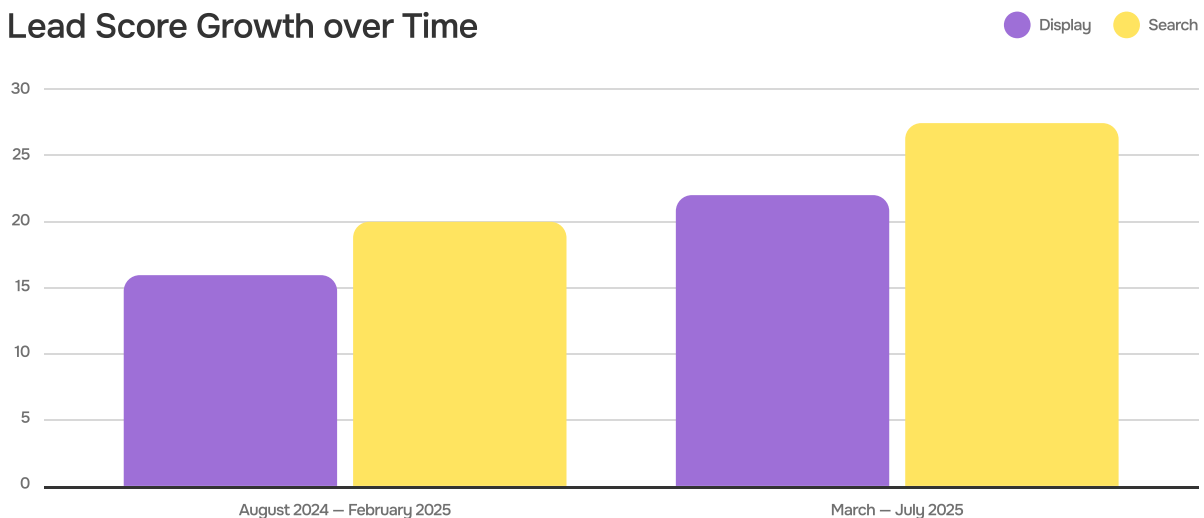
- **Performance analysis & geo refinement:** Reduced locations to the most valuable markets based on client CRM data
- **Customized display campaigns:** Expanded Display campaigns with tailored banners for high-converting niche segments
- **Performance Max:** Relaunched PMax dynamically using feed-based assets to improve conversion rates
- **Account restructuring:** Shifted focus to optimized Display campaigns, which started generating leads comparable in quality to Search, but at a lower CPA
- Reduced reliance on branded conversions and reallocated budget away from non-priority directions to ensure resources were focused on high-value campaigns

Performance (Lead Score):

- **Display: 22**
- **Search: 26**

- **Lead Score (total): 19** (there were other campaign types apart from search and display)

### Lead Score Growth over Time



## Results



- **Lead Score: +58% (12 → 19)**
- **CPA: -10%**
- **Lead quality:** Display campaigns now deliver leads comparable to Search campaigns

## Takeaway



By combining strategic geo-targeting, ad copy optimization, and account restructuring, **ZappySys achieved both a higher lead quality and a lower CPA.** The progressive improvement of Display campaigns from 16 to 22 Lead Score within two periods demonstrates how ongoing optimization can bring alternative channels close to the performance of Search.

This case highlights **the value of continuous testing and refinement** to unlock the full potential of Google Ads campaigns.