

Case Study: Precious Metals Retailer - Maximizing Leads with Google Ads on a Constrained Budget

Client Overview:

Established in 2010, this precious metals retailer is a reputable business with several locations across California, specializing in buying and selling gold, silver, diamonds, platinum, and coins.

Campaign Goals:

The primary goals of this client's Google Ads campaigns were to increase appointments/bookings and phone call leads. Operating under a constrained budget, achieving a low cost per click (CPC) was critical.

Previous Marketing Efforts:

Before partnering with Barham Marketing, this client ran Smart and Display campaigns. These campaigns resulted in fewer leads and poorer lead quality. The average CPC was \$3.08, and the CTR was 2.31%.

Campaign Details:

Duration: Campaigns running since October 12, 2023.

Budget: \$15 per day (\$450 per month).

Structure: 10 local campaigns, one per store location, plus one competitor-targeted campaign. Each local campaign includes one ad group for buying/selling gold and another for buying/selling coins.

Ad Type: Search campaigns across all accounts.

Strategy and Implementation:

Challenges: Budget constraints required precise keyword selection to maintain a low CPC. Some campaigns operated on a \$15 daily budget, while others had only \$7.50.

Keyword Optimization: Keywords were selected and optimized based on their CPC, click-through rate (CTR), and quality score.

Pivot: Initially, ad groups included gold, silver, platinum, and diamonds. Due to increased gold prices and a surge in searches for coin collections, the focus shifted to gold and coins.

Performance and Results:

Average CTR: 15.1%

Average CPC: \$2.52

Total Conversions (Last 30 Days): 120

Lead Generation: The initial goal was ~5 weekly leads per campaign. The campaigns regularly deliver double that amount.

Client Feedback and Impact:

Increased Business: The campaigns have resulted in busier stores, more walk-ins, and high-quality leads ready to buy or sell precious metals and coins.

Revenue Growth: this client has experienced an increase in revenue, higher customer engagement, and more return customers due to the successful ad campaigns.