

Manufacturing Facility – B2B Services

The Challenge

This manufacturing company was running Google Ads to generate new business but wasn't seeing the level of growth they needed. Their campaigns were broad, keywords overlapped, and the ad groups lacked focus. As a result, they were paying for clicks that didn't turn into qualified opportunities, and Google's algorithm didn't have the right signals to optimize for deals that actually closed. The team knew paid search could be a strong growth channel, but without a clear structure and feedback loop, they weren't getting the returns they wanted.

The Solution

We implemented a highly focused strategy built around **single-keyword themed ad groups (SKAGs)**. This structure allowed us to tightly align keywords, headlines, and ad copy, improving both relevance and click-through rates. At the same time, we refined their keyword targeting — cutting wasted spend on low-quality terms and doubling down on the search queries most likely to drive new business.

Most importantly, we integrated their sales data directly back into Google Ads. Instead of optimizing for form fills alone, we set up closed deals to feed back into the platform as conversion events. This gave Google's algorithm the data it needed to optimize campaigns for *actual revenue outcomes*, not just leads.

The Results

Within the first 90 days of rolling out the new strategy:

- Lead volume grew by **45%**, driving more qualified opportunities into the pipeline.
- Conversion value (revenue tied to closed deals) increased by **211%**, proving the shift to SKAGs and closed-loop optimization had a direct bottom-line impact.
- The business now has a predictable, scalable system for generating new contracts while ensuring every dollar of ad spend is tied back to real revenue.

By combining precise campaign structure, stronger keyword alignment, and revenue-based optimization, the manufacturing facility transformed Google Ads into a highly profitable growth channel.