Online Toner Buy-Back Platform – eCommerce/Lead Gen

The Challenge

This online toner buy-back platform was using Google Ads to acquire customers but wasn't hitting profitability targets. Ad spend was too high relative to return, with wasted budget spread across unfocused keywords and loosely organized campaigns. Headlines and ad copy weren't tightly matched to user intent, which hurt quality scores and relevance. The result was a higher cost per click, lower conversion efficiency, and flat growth despite steady investment.

The Solution

We overhauled their Google Ads account with a focus on precision and efficiency. Campaigns were restructured to ensure tighter alignment between keywords, ad groups, and user intent. We refined keyword targeting to eliminate wasted spend and capture only high-intent queries, while rewriting headlines and ad copy to directly match what customers were searching for. Improving quality scores and ad relevance not only lowered costs but also increased click-through rates.

On top of this, we adjusted targeting parameters to better focus on the right audience segments and optimized landing page alignment to strengthen the full path to conversion. Together, these changes created a system that drove more qualified traffic while spending less.

The Results

Within just a few months of implementing the new strategy:

- Conversion value increased by **70%**, creating significant revenue growth from the same platform.
- Ad spend was reduced by **10%**, proving efficiency gains from higher quality scores and relevance.
- The business now benefits from a leaner, more profitable paid search engine that can scale without wasting budget.

By combining structural improvements, smarter keyword focus, and creative optimization, the toner buy-back platform turned Google Ads into a channel that delivers both growth and profitability.