



# PPC for Storage Solutions and RentalCo.

## PROJECT DETAILS

**A** SEO & PPC

**B** Oct. 2019 - Ongoing

**C** Confidential

**D** *“They send me things before I even know that I need them. It takes somuch off my plate.”*

## PROJECT SUMMARY

manages a PPC campaign for Google and Bing for a construction and equipment company. Aiming to bring in high-quality leads, they've introduced several pilot programs.

## PROJECT FEEDBACK

Continuously exceeding expectations, the project has doubled incoming leads month over month. Ranking lords was committed to helping their partner achieve their goal. Bold, proactive, and communicative, they've developed a very strong partnership.



## The Client

Introduce your business and what you do there.

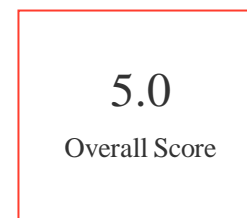
I'm the digital marketing manager for a \$1 billion construction and equipment company.

## The Challenge

What challenge were you trying to address with?

We wanted to improve our PPC campaign. We brought on board as a partner to help us get higher quality leads.

### CLIENT RATING



Quality: 5.0

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Schedule: 5.0

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Cost: 5.0

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Would Refer: 5.0



## The Approach

### What was the scope of their involvement?

Although they focused entirely on PPC, it was a pretty big project. They worked on Google and Bing. They introduced us to a few pilot programs and have built our relationships with Bing. It was a pretty collaborative process, getting them to understand our business and then strategize from there.

### What is the team composition?

I worked very closely with Ryan (Paid Media Strategist) and Soala (Paid Media Manager). We also worked with Ally (Paid Media Coordinator) on social media stuff, and Hannah is our success manager. They're pretty fantastic.

### How did you come to work with ?

I did a competitive review process. I looked at the top search agencies and had an initial meeting with about 15 of them and we narrowed it down to three companies. Immediately, they were the most impressive and I was comfortable with them. I also liked how aggressive they were. They outlined what they were going to do and committed to achieving our goals. They even said they would rip up the contract if they didn't meet those objectives. They're really bold.

### What is the status of this engagement?

The project started in October 2019 and it's ongoing.



## The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Month over month, we've improved our performance. They even hit our stretch goal the second month they were working with us.

We've probably doubled our lead volume. They've exceeded everything they promised. I'm happy to be a reference for them.

How did perform from a project management standpoint?

I can't say enough about Ryan and Solae. They're proactive and responsive. They send me things before I even know that I need them. It takes so much off my plate. They're always looking to optimize and are willing to try new things. They're great about providing me with an update. We use Basecamp a lot, but they're easy to get on the phone when I have questions.

What did you find most impressive about them?

The highlight is their willingness to test out new things. Also, their analytical acumen. They're always building models and spreadsheets.

Are there any areas they could improve?

No, they're doing everything right.

Do you have any advice for potential customers?

Help them understand your business. The more they know, the more they can try new things. You should treat them like a partner.

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