

COST PER LEAD

~~\$120~~

\$35

How we cut cost-per-lead by **71%** — while nearly doubling volume and tripling conversion rate.

01 / THE CLIENT

# Mobile mechanics, on call.

A mobile auto repair service covering the Raleigh-Durham metro — mechanics who come to the customer's driveway, office lot, or roadside, no tow needed.

INDUSTRY

**Mobile Auto Repair**

MARKET

**Raleigh-Durham, NC**

CHANNELS

**Meta + Google  
Search**

OBJECTIVE

**Lead Generation**



## 02 / THE CHALLENGE

# High traffic. **Low conversion.**

The client had been running ads with another consultant. Volume was there — but the funnel wasn't. Three core issues drove the \$100–\$120 CPA:



## No funnel system

Ads ran without a staged funnel. Cold traffic was pushed directly to convert — no warm-up, no retargeting, no structured hand-off between prospecting and conversion.



## Weak prospecting

Top-of-funnel audiences were broad and unfocused. High impressions drove cost up, but the wrong people were clicking — inflating spend without generating booked jobs.



## 3–5% lead conversion

Out of 500–600 monthly queries, only 20–30 converted to leads. Every click cost money; most of them walked away — and CPA climbed to make up the difference.

02 / THE CHALLENGE

# The baseline.

Pre-engagement performance — inherited account

COST PER LEAD

**\$100–  
120**

Inherited CPA

MONTHLY QUERIES

**500–600**

Click-through volume

LEADS / MONTH

**20–30**

Form + call

CONVERSION RATE

**~4%**

Query → lead

## 03 / THE STRATEGY

# Build a real funnel. Each channel with a job.



## Meta — top of funnel

Warm cold audiences with founder-led and at-the-scene video content. Build awareness of the mobile-repair value prop before asking for the booking.



## Google Search — bottom of funnel

Tighter keyword lists, high-intent match types, aggressive negative keyword pruning, and geo-fenced targeting around Raleigh-Durham serviceable zones.



## Founder & scene video

Videos featuring the owner, and raw at-the-scene footage of mobile repairs in progress — content that looked real, built trust, and cut through stock-style ad creative.



## Two paths, matched to intent

Landing page for TOF traffic that needed education. Click-to-call and click-to-message extensions for BOF search traffic ready to book a job now.

## 04 / EXECUTION — META

# Warm the market **before asking for the job.**

Meta handled prospecting. The objective wasn't direct response — it was building a warm audience of Raleigh-Durham drivers who understood the 'mechanic comes to you' proposition before we ever asked them to book.

## CREATIVE APPROACH

**Founder-led video**

The owner on camera — trust built through a face, not stock.

**At-the-scene footage**

Real repairs, real customers, real driveways — raw and credible.

**Problem → solution**

Common breakdowns dramatized, with the mobile fix as payoff.

## THE FUNNEL LOGIC

**AWARENESS**

Reach in-market drivers

**ENGAGEMENT**

Video views + page visits

**INTENT**

Warm retargeting → Search

## 04 / EXECUTION — GOOGLE SEARCH

# Capture the buyer **at the moment of need.**

Google carried the bottom of funnel. Someone searching 'mobile mechanic near me' at 7am with a dead battery is the highest-intent buyer in the market. We tightened every lever to show up, show up cheap, and convert fast.

**KEYWORDS****High-intent only**

Pruned broad and informational terms. Scaled into exact and phrase match on service + local intent combinations — the keywords that close.

**NEGATIVES****Aggressive negative lists**

Built and layered extensive negative keyword lists — DIY searchers, parts shoppers, tutorial hunters. Every excluded click was a saved dollar.

**GEO****Serviceable radius only**

Geo-fenced to zones the business could profitably service. No wasted impressions outside Raleigh-Durham coverage — spend concentrated where conversion was real.

**EXTENSIONS****Click-to-call, click-to-message**

Mobile-first extensions turned the SERP itself into the conversion surface. Intent-ready searchers could call or message directly, skipping the landing page entirely.

## 04 / EXECUTION — CREATIVE

# Real beats polished.

Stock-style creative and generic mechanic imagery were tuned out. We bet on authenticity — founder voice, actual repairs, real environments. The creative didn't look like advertising. That's why it worked.

## CREATIVE PRINCIPLES

- ✓ Founder on camera — a face builds more trust than a logo
- ✓ Shot on location — driveways, parking lots, not studios
- ✓ Problem-first hooks — lead with the breakdown, not the brand
- ✓ Short, vertical, native — built for the feed, not retrofitted

## WHY IT WORKED

*Service-based, local businesses live and die on trust. A polished ad for a mobile mechanic registers as corporate and generic. A 30-second phone video of the owner explaining what he does — shot in the back of his van — feels like a recommendation from a neighbor. That shift is what moved conversion from 4% to 10%+.*

05 / THE IMPACT

# Two quarters.

Every line of the funnel moved in the right direction — together.

COST PER LEAD

**-71%**

\$120 → \$20–30

MONTHLY QUERIES

**+67%**

600 → 1,000

LEADS / MONTH

**3×**

30 → 100

CONVERSION RATE

**~11%**

from ~4%

ENGAGEMENT

**6 months**

Oct '23 — Mar '24

## 05 / THE IMPACT

# The delta, **line by line.**

METRIC	BEFORE	AFTER	IMPACT
Cost per lead	\$100–120	\$35–40	–71%
Monthly queries	500–600	~1,000	+67%
Leads per month	20–30	100–120	4× volume
Query → lead rate	~4%	~11%	+175%
Funnel structure	Flat	Staged TOF → BOF	Rebuilt
Creative approach	Generic	Founder + scene video	Authentic
Conversion paths	LP only	LP + call + message	3 paths

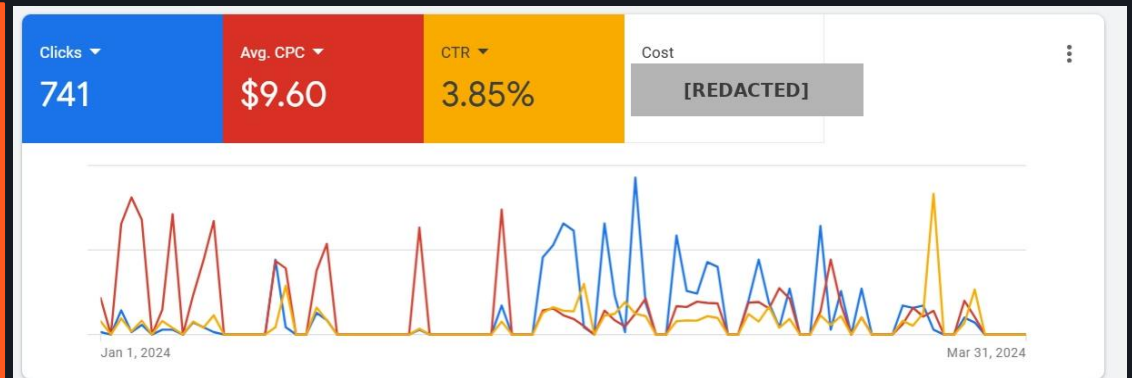
## 05 / THE IMPACT — PROOF

# Before & after, straight from the account.

Google Ads dashboard. Two consecutive quarters — the one we inherited, and the one that followed. Fewer wasted clicks, cheaper CPC, higher CTR. The efficiency compounded into the CPA reduction shown on previous slides.



## AFTER · Q1 2024



Screenshots show Google Ads CPC and click volume — leading indicators of the CPA improvement. Cost figures redacted under client NDA.

Note: In the 2<sup>nd</sup> Quarter we ran ads from 2 ad accounts on the client's request due to payment method issues

06 / THE TAKEAWAY

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High CPA is rarely a bidding problem.

It's almost always a funnel problem in disguise.

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