




**Auto Masters** manages 65 automotive service centres across WA and SA engaged Eurisko to help reinvigorate their performance marketing activity and to support their franchisees in promoting their businesses online and grow their leads.

We Discovered:	
	<b>40% reduction in SEM “Wasted Spend”</b>
	<b>11% increase in monthly leads</b>
	<b>28% decrease in average Cost per Lead</b>

*\*optimisations results from December 2017 to March 2018. Auto Masters are an active client and results may change as the campaign is optimized further.*

### Objectives

Auto Masters had been running their Google AdWords activity for several years and felt that the performance had plateaued. Auto Masters approached Eurisko with the following objectives:

- Reduce their CPL
- Maintain Lead Volume
- Recommend Opportunities for Lead Growth.

### Eurisko Discovered

As experts in optimisation and amplification, Eurisko identified several optimisation points within the activity that delivered immediate positive impact to the campaign.

40% of the campaign budget was identified to be ‘wasted spend’ and was redirected into other activities that helped to maintain the monthly lead average while reducing the average cost per lead by 28% within the first 2 months.

Eurisko also recommended automating the Auto Masters review process to increase the number of positive reviews on their franchise Google Business pages. Since implementing these changes, Auto Masters has averaged 90+ 4 star and 5 star reviews every month.

***Do you want these results for your business? If you’re looking to generate more leads, more sales and more revenue from your SEO, Google AdWords or digital marketing activity contact us today.***

Eurisko is a boutique digital consultancy that specializes in digital optimisation and amplification. Eurisko is a proud Google Partner, certified in 6 AdWords specialisations.

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