

**Fleet Network** is a Perth based novated leasing finance company servicing a select number of clients and industries across Australia. Fleet Network approached Eurisko to develop a locally targeted Google AdWords campaign and help reduce their CPL from its current unprofitable level.

We Discovered:	
	<b>AdWords delivers 41% of total leads</b>
	<b>local area targeting across 6 markets</b>
	<b>70% decrease in average Cost per Lead</b>

*\*Fleet Network has been a client with Eurisko for over 6 years*

### Objectives

Fleet Network had an already established Google AdWords campaign running but needed a little help to get their acquisition costs down. Fleet Networks objectives were simple:

- Reduce the CPL by 50%.
- Increase the number of leads each month
- Target specific demographic & geographic audiences

### Eurisko Discovered

Eurisko began by completely rebuilding the existing Google AdWords campaign and created a new acquisition strategy that was targeted to each individual audience segment. Each audience segment displayed its own characteristics and conversion attributes, and these attributes were built into the new AdWords campaign.

Through the inclusion of device targeting, ad scheduling, remarketing and ad extensions, combined with a strong optimisation strategy, Eurisko was able to deliver more leads, at a CPL 70% lower than previously achieved.

Fleet Network have been a long-term client of Eurisko's and continue to benefit from on-going campaign management, optimisation and a lower CPL across all segments.

***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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