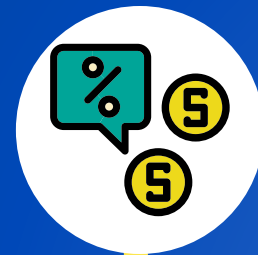




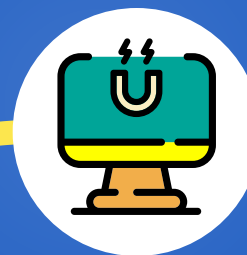
# RabCup

 **Service:** Paid Social/CRO

## Metrics + Educated Decisions + O4S Talent = **Results**



Reduced budget from 3k to 1.5k with getting more quality leads. Able to get more leads at half the budget and stay at the new budget



From only a few non qualified leads to multiple qualified leads for what they do



Multiple significant meetings for large projects from new Google leads were before they got them from only referrals



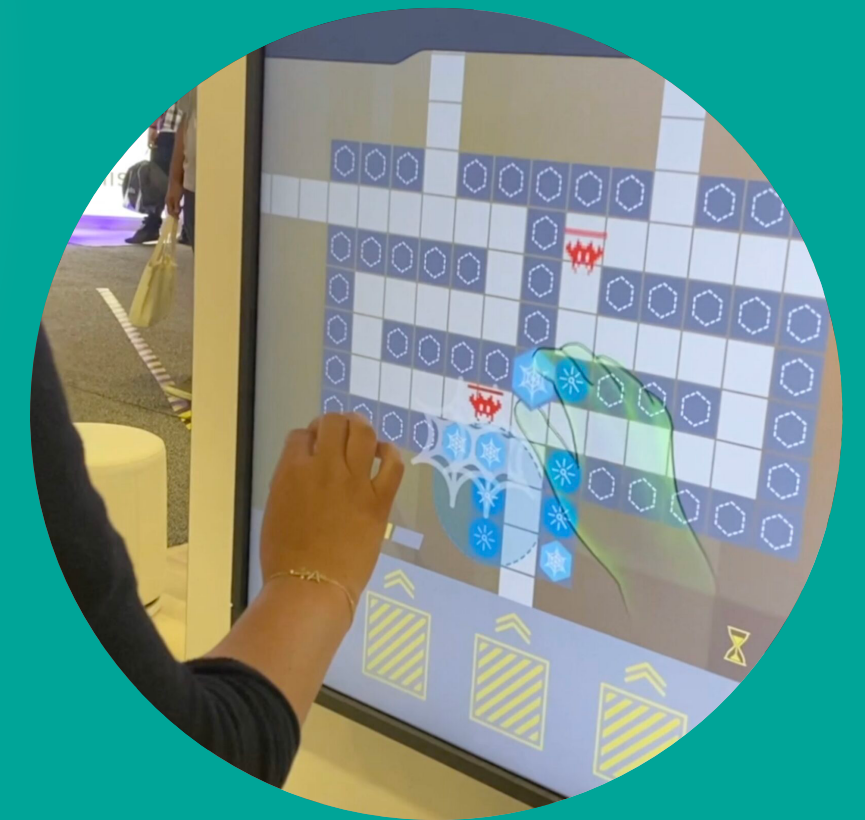
Very specialized industry and able to keep cpc down to \$2.24

# About the Business

Top Providers of Projection Mapping Experiences, Interactive Gaming Displays & Technology and Permanent Installations

## Issues

They needed a full revamp of their website and major revamp of their google ads campaign. prior companies were spending over 3k per month on campaigns that were not producing quality leads for what they do



# Solutions



Full rebuild of their website to showcase their services better and convert more



Ongoing SEO to move them up the rankings on search



Intensive Set up, clean up and rebuild of their Google Ads account and campaigns



Adjusted budgets down from 3k to 1.5k as they were spending out of control without results