

# Optimizing Google Ads for Better Conversion Rates: Achieving 3 Conversions at a Cost of \$45.28

Strategic Keyword Targeting for Outdoor Lighting Companies

## Client Overview

### INDUSTRY

Outdoor Lighting

### OBJECTIVE

Improve campaign efficiency and conversions

### CHALLENGE

High cost per conversion, low conversion volume

### SOLUTION

Strategic keyword and targeting optimization

## The Challenge

The client's Google Ads campaigns were generating clicks and impressions, but conversions remained relatively low. Despite high ad exposure, the cost per conversion was prohibitively high, leading to inefficiencies in ad spend. The primary goal was to lower the cost per conversion while maintaining or improving conversion volume through smarter targeting and keyword optimization.

## Our Solution

### 1. Refining Keyword Targeting

Focused on high-intent keywords based on user search behavior, including terms like "landscape lighting" and "outdoor lighting perspectives." This targeted approach ensured ads reached users actively seeking outdoor lighting solutions.

### 2. Demographic & Audience Targeting

Adjusted demographic settings to better align with ideal customer profiles. Refined audience parameters to reach homeowners and businesses most likely to convert.

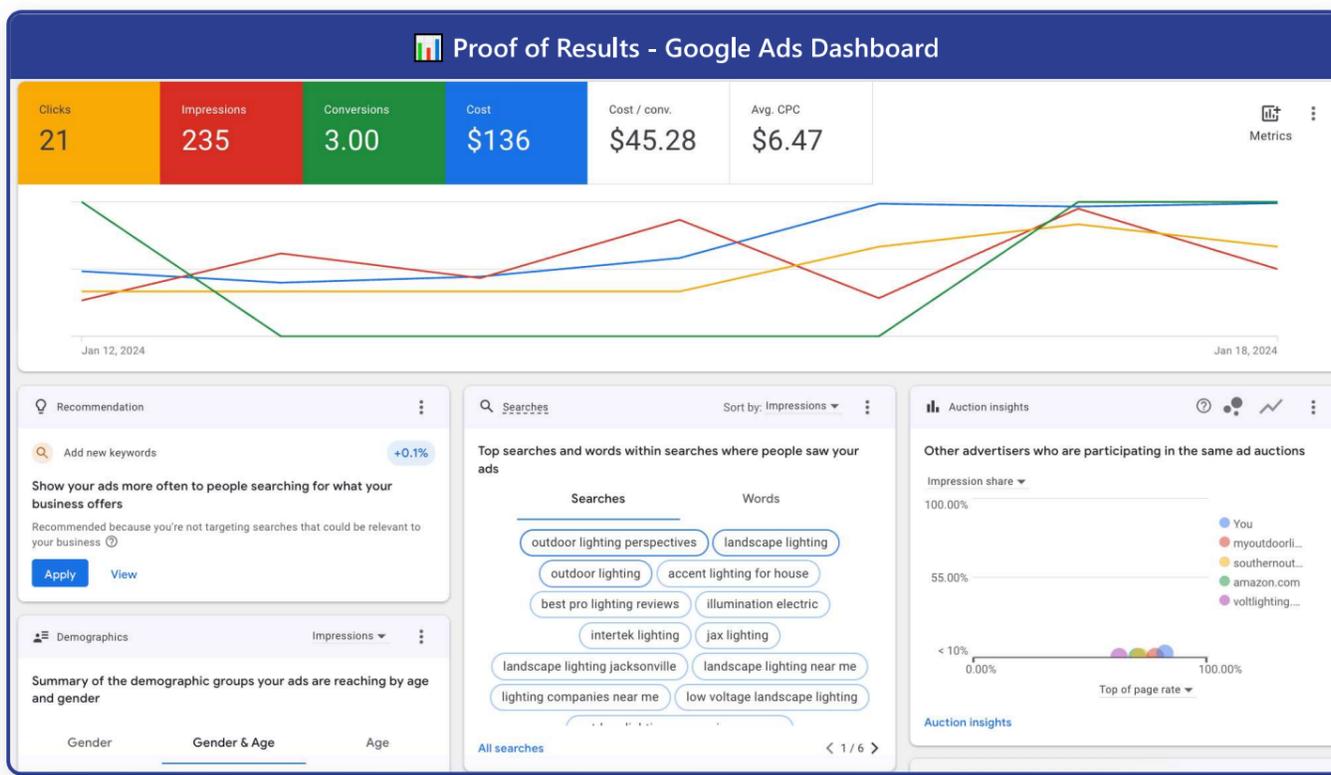
### 3. Optimized Bidding Strategy

Fine-tuned bidding strategies to reduce cost per conversion without sacrificing ad reach. Strategic bid adjustments ensured maximum ROI on every dollar spent.

## Results



**Platform:** Google Ads | **Performance:** Outperforming competitors (Amazon, local lighting companies)



## Client Testimonial

Thanks to DigiBabaa's optimizations, we saw a substantial improvement in our conversion rates, all while lowering our cost per conversion. Their deep understanding of Google Ads and keyword targeting made all the difference in transforming our campaign performance.

— Client Name, Outdoor Lighting Company

## Key Takeaways

By refining **keyword targeting**, optimizing **demographic parameters**, and implementing **strategic bidding strategies**, DigiBabaa helped the client reduce their cost per conversion to \$45.28, generating 3 conversions at a cost-effective rate.

The campaign achieved 100% impression share in relevant auctions, outperforming major competitors like Amazon and local lighting companies. This case study demonstrates the transformative power of strategic Google Ads management in improving campaign performance and driving better results for outdoor lighting businesses.

### Ready to Optimize Your Google Ads?

Contact DigiBabaa to learn how we can help you optimize your Google Ads campaigns for higher conversions and lower costs.

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