



CRESTMARK

Studio

# ENDURANCE ENGINEERS CASE STUDY

Through targeted Google Ads optimization and a complete website overhaul, Crestmark Studio helped Endurance Engineers drive \$74 million in revenue while slashing their acquisition costs by 40%.

## AT A GLANCE

### CHALLENGES

- High costs and low conversions in Google Ads campaigns.
- Over expenditure of advertising budget, high CPA, and low website performance.

### BENEFITS

- Reduced CPA by 40%
- 25% more conversions
- \$74 million revenue



"Crestmark Studio didn't just optimize our Google Ads—they transformed our business. Their expertise brought clarity to our marketing, and the results were nothing short of remarkable. Working with them felt like having an extension of our team, fully invested in our success."

### SHIRAZ LECAR

Director at Endurance Engineers

## THE CHALLENGE

Endurance Engineers faced high costs and low conversions from their Google Ads campaigns. Their budget was overspent, CPA was high, and their website wasn't converting visitors into leads.

## SOLUTIONS

We tackled this in two key areas: PPC Advertising and Web Development.

- **PPC Campaign Restructuring:** We reorganized their ad campaigns, focusing on high-intent keywords and tightening ad groups for better relevance. This allowed us to cut wasted spend and deliver ads to the right audience at the right time.
- **Smart Bidding & Ad Optimization:** We implemented smart bidding strategies to lower costs and optimized ad copy to resonate with the target market. Paired with tailored landing pages, this helped boost conversion rates.
- **Website Redesign & UX Improvement:** We revamped the website with a focus on speed and user experience. The new design featured clear calls-to-action and streamlined the user journey to make it easier for visitors to become leads.

## BENEFITS

### 40% reduction in CPA

by targeting high-intent audiences and improving ad relevance.

### 25% increase in conversions

through optimized landing pages and smarter ad spend.

### \$74 million in revenue

driven in one year through optimized Google Ads campaigns.