



# Case Study : TAS United “Google Ads”

How we helped “TAS United” to maximize their Leads.

# Tas United



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## TAS United Midwest

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# Client Overview

**Client Name :** Tas United

**Industry:** Call Center

**Location:** United States

**Company Bio:** TAS United, LLC is a Texas-based multinational telecommunication company that delivers live and automated call processing solutions for our medical and business clients throughout the United States.

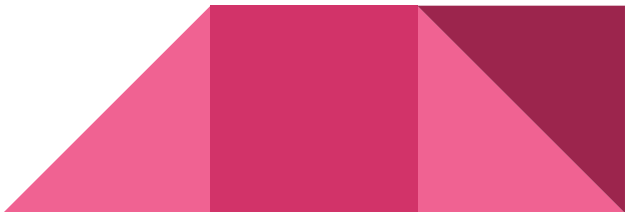


# Our Findings :

- **Poor Ad Strength**
- **Redundant Keywords**
- **No use of Extensions**
- **Irrelevant Bid Strategy**
- **No Conversion Tracking**
- **Irrelevant Search terms**



# Action Taken :

- **Changed Bid Strategy**
  - **Created dynamic heading and description for ads**
  - **Optimized Ad Copies**
  - **Created and Setup Extensions**
  - **Setup Retargeting**
  - **Created custom audience segments.**
  - **Conversion Tracking Setup**
  - **Keywords Refinement**
- 

# Results : Before

## Ad groups



Ad group status: All enabled ADD FILTER



SEARCH



SEGMENT



COLUMN



REPORTS



DOWNLOAD



EXPAND



MORE



Ad group

Status

Target CPA

Conversions

Cost / conv.

↓ Clicks

Impr.

CTR

Phone calls

Cost

Conv. rate



Ad group 1

Eligible

\$295.21

15.00

\$65.86

554

15,555

3.56%

293

\$987.84

2.71%

Total: ...

15.00

\$65.86

554

15,555

3.56%

293

\$987.84

2.71%



Total: ...

15.00

\$65.86

554

15,555

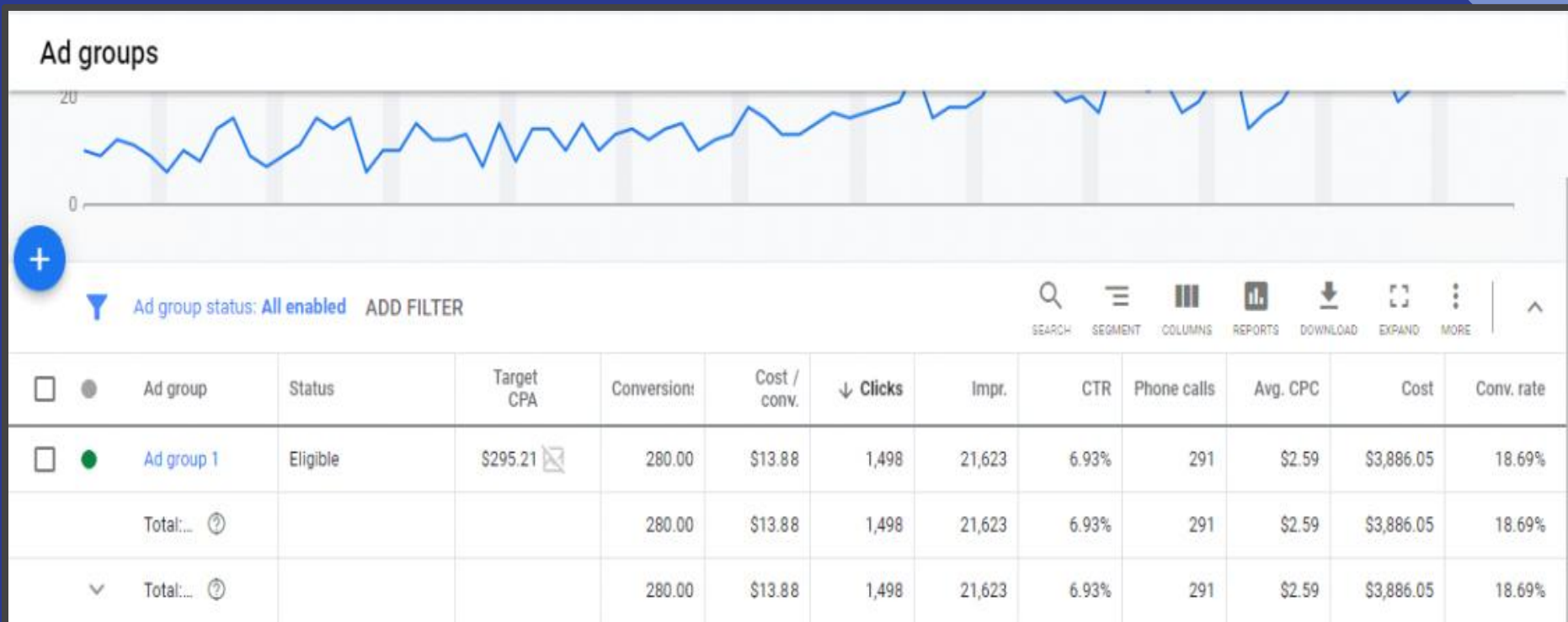
3.56%

293

\$987.84

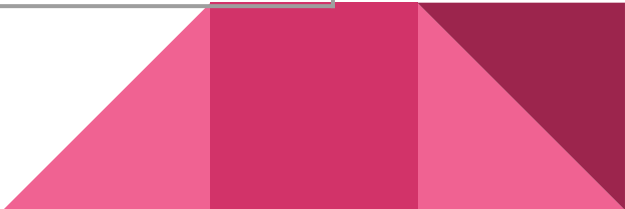
2.71%

# Results : After



# Results Comparison Table

Metrics	Before	After
Impressions	15555	21623
Clicks	554	1428
Conversions	15	280
Conversions Rate	2.71%	18.69%
CTR	3.56%	6.93%





# About us - Rank The Page

Best SEO Company in **India** With Guaranteed Google Page #1 Ranking Using White Hat SEO Strategies. Rank The Page is an adept team of SEO and Web experts with 10 years of extensive experience that ensures page one ranking for all our clients. Our business-centric approach clinches website ranking along the lines of the business goals with every component at the right place for every website.



Contact us: +91-783-777-7045