

ArmaFone Case Study

Google Ads

At a glance

ArmaFone is a tech repair company, providing a wide range of mobile-related products and services in East Anglia and Essex for over 15 years. With years of experience and high levels of expertise, they take pride in great customer satisfaction.

ArmaFone operate from 4 locations and has a fleet of fully fitted vehicles meaning repairs can take place in store, at home or work.



Google Ads

The aim for 2024 was to scale the Google Ads campaigns while trying to reduce the cost per lead. This included the introduction of new campaigns as well as new campaign structure resulting in continued business growth.

 **7,523**
LEADS

 **£7.46**
COST PER LEAD



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CHALLENGES

Armafone decided they were in a place to scale their entire operation. They've proven the concept and positioned the business to scale the volume of work they could carry out.

We had already been managing the Performance Marketing Activity so upon hearing about the new objectives we set to work to formulate a plan to scale the campaigns in the most profitable way possible.

SOLUTIONS

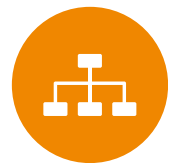
We have been working with ArmaFone since 2022. When we started working together the average cost per lead was £45. We worked with ArmaFone to improve landing pages, set up accurate lead tracking and improve overall account structure and targeting.



Landing Page Optimisation



Accurate Conversion Tracking



Improved Account Structure

RESULTS

LEADS

1

In 2024 7,523 leads were generated from Google Ads. This is a 47% increase vs 2023.

COST PER LEAD

2

The average cost per lead in 2024 was £7.46. This was a 57% decrease in the cost per lead in 2023.

INCREASED TRAFFIC

3

892% increase in the number of clicks from ads through to the website.

[Read the full case study](#)