

Manufacturer Boosts Lead Generation by 230% with Strategic PPC Campaigns



The Who Company

A precision manufacturing leader specializing in engineering and large-scale production, this company supports industries such as aerospace, defense, energy, and automotive. Their core offerings include tooling, CNC machining, additive manufacturing, and design services. Seeking to **improve digital performance**, they aimed to generate high-quality leads.



The What Challenge

With inconsistent PPC results, they **struggled with high costs** and low CTRs. Their position as a premium-priced provider further complicated efforts to attract leads in a competitive market. To thrive, a comprehensive strategy was created to align PPC campaigns with business goals, reduce acquisition costs, and maximize ROI.



The Why Strategy

Grey Matter transformed the company's PPC efforts by restructuring campaigns and **focusing on high-intent audiences**. Keyword lists and ad copy were refined to better target the aerospace and defense sectors, ensuring relevance and engagement. New platforms like Google Performance Max and Microsoft Ads expanded reach, while **enhanced conversion tracking** captured key actions, such as form and quote submissions, driving data-driven optimization and measurable growth.

Rationale: This approach prioritized efficiency by directing budgets toward high-intent audiences while ensuring every lead aligned with the company's premium offerings.

Key Actions:

- Optimized keywords and ad copy for the aerospace and defense sectors to attract high-intent leads.
- Launched Google Performance Max and Microsoft Ads campaigns to target broader, high-value audiences.

TL;DR

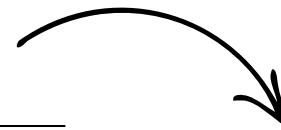
Grey Matter revamped PPC strategies for a large-scale manufacturer, achieving a **230% increase in Google Ads conversions** and a 63% drop in cost per conversion, while Microsoft Ads saw a 141% boost in conversions and a **61% cost reduction** in 2024 delivering measurable growth in lead generation.



The How Tactics

Grey Matter implemented a strategic overhaul of PPC campaigns, focusing on efficiency, lead quality, and expanding audience reach. We delivered a highly targeted, cost-efficient PPC strategy.

- **Conversion Tracking Optimization:** Robust tracking systems were implemented to monitor high-value actions, such as form submissions and quote requests. This allowed for precise measurement of campaign effectiveness and ROI.
- **Audience Targeting Adjustments:** Campaigns were tailored to focus exclusively on aerospace, defense, and space industries, leveraging geotargeting and refined demographics to reach decision-makers in these high-value sectors.
- **Maximized Conversion Strategies:** Automated bidding strategies were employed to efficiently allocate budgets toward the most promising prospects. These strategies dynamically adjusted bids to target users with the highest likelihood of converting.
- **Retargeting & Remarketing:** Retargeting campaigns re-engaged website visitors with personalized messaging to nurture interest and maintain visibility throughout the decision-making process.
- **Collaborative Monitoring:** Through regular collaboration with the client, we continuously optimized negative keyword lists and refined campaign elements. This iterative process ensured high lead relevance and reduced wasted spend.



365

Generated Qualified Leads in 2024

141%

Increased Conversions for Bing Ads in 2024

230%

Increased Conversions in Google Ads in 2024

63%

Decreased CPC for Google Ads

61%

Decreased CPC for Bing Ads

The Result Outcomes

Grey Matter's PPC strategy revitalized the manufacturer's lead efforts, delivering 365 high-quality leads in 2024. The campaigns provided measurable growth and sustainable results.

Key Learnings:

- Precise audience targeting and keyword optimization are critical to maximizing lead quality and ROI.
- Continuous monitoring and data-driven refinements are essential for growth in lead generation.

