

Targeted PPC Drives 364% Revenue Growth for a National Coworking Space Provider



The Who Company

A leading coworking space company offers flexible, professional office solutions nationwide. Their mission is to provide tailored workspaces for businesses of all sizes. To support growth, they **aimed to optimize digital campaigns**, boost lead quality, and drive measurable results in underperforming locations.



The What Challenge

The client faced challenges with low-performing markets, outdated ad copy, and a rigid Google Ads structure that hindered conversions and lead quality. Negative ROAS threatened expansion goals, while the lack of localized messaging failed to resonate with regional audiences. Improving tour bookings and SQLs, starting with Orlando, was a top priority.



The Why Strategy

To overcome the challenges, Grey Matter implemented a **comprehensive and highly localized PPC strategy** designed to align with the unique dynamics of each market. The goal was to enhance relevance, improve lead quality, and maximize campaign efficiency while ensuring measurable results.

Rationale: Tailored messaging and automated bidding strategies addressed the client's need to resonate with local audiences, making campaigns more effective and efficient. This approach **bridged the gap** between underperforming locations and untapped market potential.

Key Actions:

- Conducted research to identify region-specific language for ad copy.
- Shifted to automated bid strategies to target high-intent users.
- Tested localized messaging starting in Orlando, then scaled to other markets.

TL;DR

Grey Matter revamped PPC strategies for a national co-working provider, delivering a **30% increase in conversions in Orlando** and a **364% revenue boost from paid search across all markets**. By incorporating localized ad copy and automation, the campaigns significantly outperformed expectations.



The How Tactics

Grey Matter executed a **data-driven approach**, constantly refining campaigns to maximize results.

Location-Specific Ad Copy:

- Ad copy was rewritten to include relevant local terms, such as "Downtown Orlando" and "Orlando Business District," creating a stronger connection with potential clients.

Automated Bid Strategies:

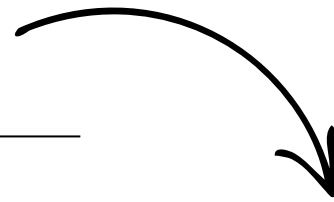
- Replaced manual bidding with Google's Maximize Conversion strategy, allowing for real-time targeting of users most likely to convert.

A/B Testing and Campaign Scaling:

- Initial tests in Orlando showed improved performance, leading to rollout in additional low-performing markets. Continuous A/B testing optimized ad language, descriptions, and calls-to-action.

Performance Tracking and Iteration:

- Campaign performance was monitored daily, enabling agile adjustments that improved click-through rates (CTR) and conversion rates across multiple locations.



30%

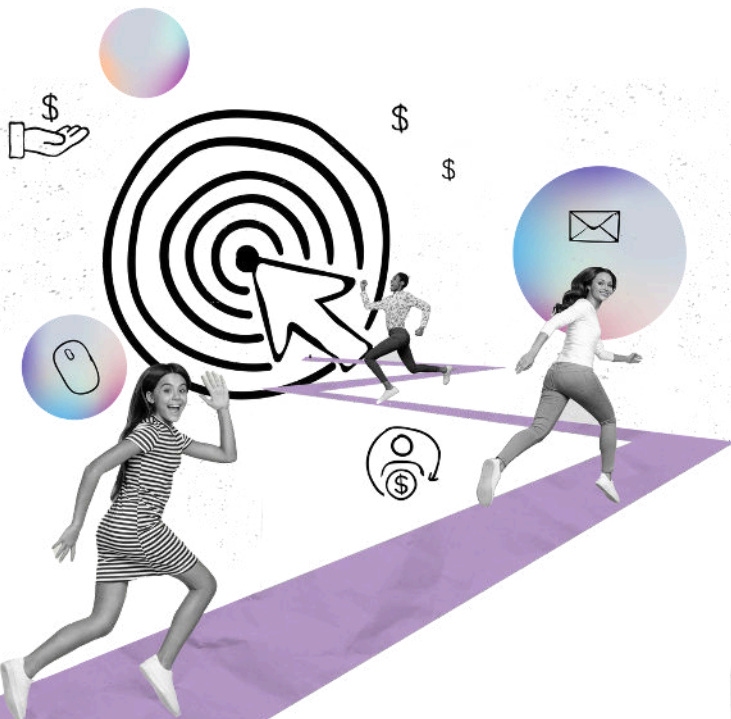
Increased Conversions

364%

Increased Total Closed Deal Revenue from Paid Search

75%

Increased New Deal Opportunities



\$ The Result Outcomes

Grey Matter's localized PPC strategy transformed the client's paid search performance, resulting in \$407,810 in revenue from \$54,904 in ad spend within a single month. By aligning campaigns with local market needs and leveraging automation, the coworking company exceeded its goals, enabling expansion and sustained growth opportunities.

Key Learnings:

- Automated bid strategies streamline optimization and maximize ROI.
- Agile campaign execution ensures performance adapts to market demands.