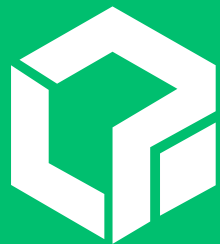


# ATLAS VAN LINES

A Case Study In Efficiency & Optimization



LOGICAL  
POSITION



# ATLAS VAN LINES

Atlas Van Lines is the largest residential moving company in the U.S. with over 400 independent agents. The purpose of the headquarters' AdWords account is to generate leads to disburse among their agents.

The account had no conversion-tracking prior to November 8th, 2016 and attribution was inaccurate.

In the lifetime of the account since it has been managed by Logical Position, Atlas Van Lines' click-through-rate has been, on average, 4.63%; which is nearly double the industry average for consumer services (WordStream, 2017)<sup>†</sup>.

The conversion rate reached an average five times that of the industry average: 31.19%.

4.63%



CTR

\$4.36

CPC



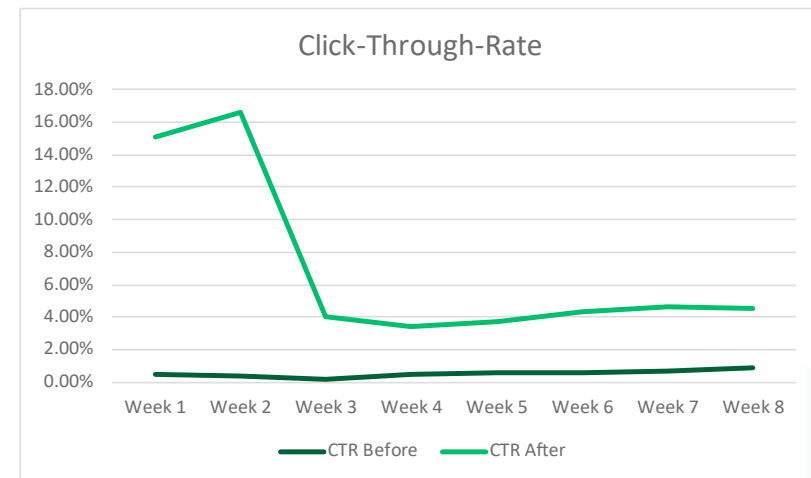
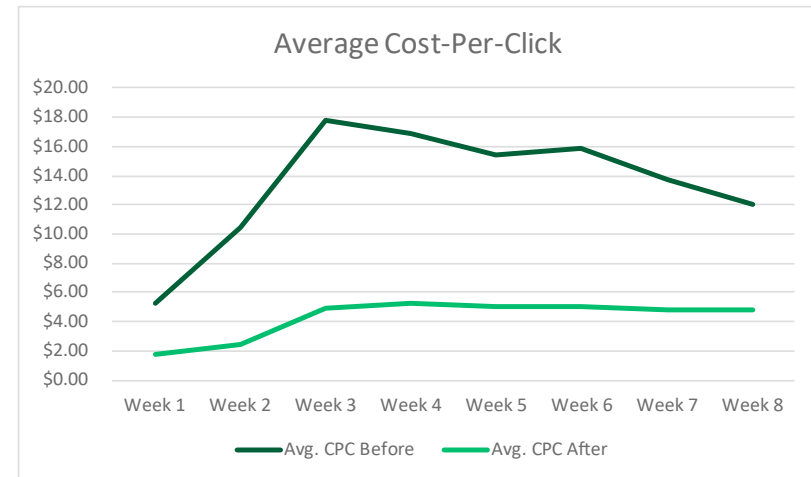
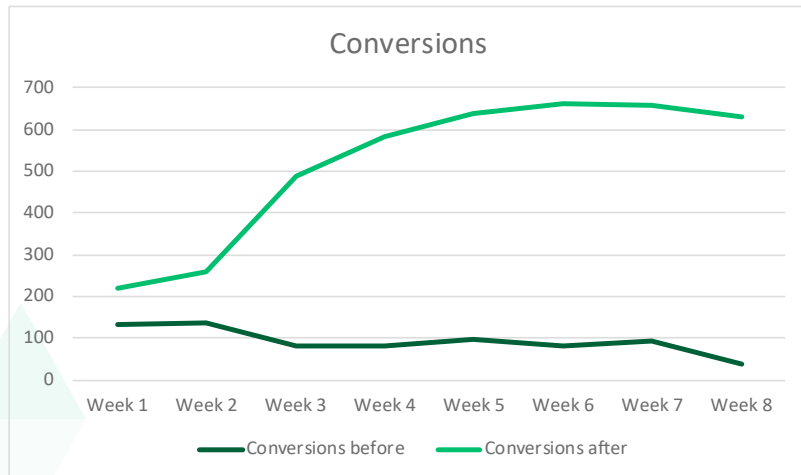
Conversion Rate

31%



# 8 WEEK COMPARISON

In an 8-week comparison, Atlas Van Line's account improved in several key areas after Logical Position took over management of the account. The account increased conversions while decreasing impressions, CPC, and cost-per-conversion.



## KEY TAKEAWAYS



Clicks increased 248%

+248%



Cost-per-click decreased 60%

-60%



Conversions increased 459%

+459%



Impressions decreased 66%

-66%



Click-through-rate increased 929%

+929%



Cost-per-conversion decreased 75%

-75%



# AGENT CASE STUDY

This Atlas Van Lines agent had been running AdWords prior to their partnership with Logical Position and found that they lacked the bandwidth to dedicate the time to optimize the account further.

The agent's account has since produced a 5.04% click-through-rate in the search network which is more than double the industry average for consumer services (WordStream, 2017)<sup>†</sup>. The account also has achieved a 8.18% conversion rate.

**In a 15-week comparison**, the account saw significant growth in CTR, conversions, and conversion rate, as well as a reduction in impressions, cost-per-conversion, and total ad spend in the search network.

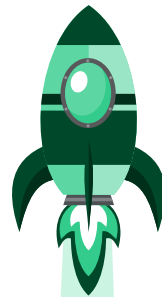
 **Conversion rate ↑ 61%**

 **Click-through rate ↑ 59%**

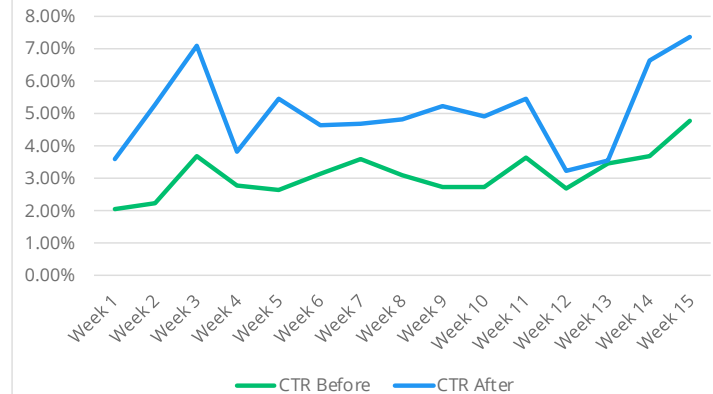
 **Conversions ↑ 18%**

 **Ad Spend ↓ 31%**

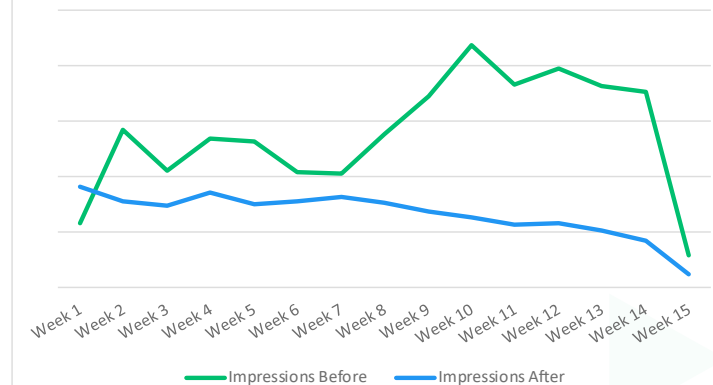
 **Cost-per-conversion ↓ 41%**



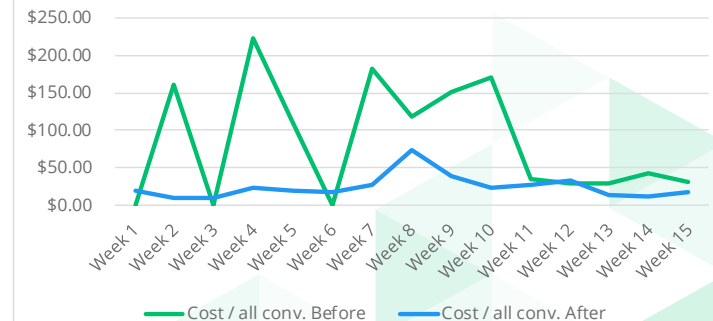
CTR



Impressions



Cost Per Conversion



Data shows 4/18/17-7/24/17 vs 7/25/17-10/30/17

<sup>†</sup> WordStream. (2017, October 11). Google AdWords Benchmarks for YOUR Industry [DATA]. Retrieved from WordStream.com: <http://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks>