



# ATLAS VAN LINES CANADA

Since 1963, Atlas Canada has provided storage and moving services for thousands of clients. Atlas Canada teamed up with Logical Position to improve their online exposure and increase their return on investment from Google Ads. The partnership has proved beneficial for Atlas Canada as their conversions and ad positioning have continued to rise.



## 23%

Increase in Impressions



## 25%

Increase in Avg. Ad Position



## 450%

Increase in Conversion Rate



## 424%

Increase in Conversions



## 23%

Decrease in Cost

## GOALS

Hoping to strengthen the effectiveness of their ads, Atlas Canada set out to shift their marketing strategy into high gear. By developing more aggressive bidding strategies and carefully curating their targeted keywords and ads, they were able to not only meet but exceed their goals.

## RESULTS

After partnering with Logical Position in 2017, Atlas Canada saw their conversions rise 424% during their first six months. In addition, their ads' conversion rates improved 450%. This development is due, in part, to the 25% increase Atlas Canada saw in their average ad position and the 23% increase they saw in impressions. Not only did Atlas Canada's ad performance and online exposure show growth, but it was all done while decreasing ad spend by 23%.



*Atlas Van Lines Canada has been working with Logical Position for just under 2 years. Our year-over-year results are outstanding; we are very pleased with the work our Logical Position team is doing. They are very knowledgeable and constantly adapting our campaign for better results.*



**- Sandra Campbell**  
Director of Marketing for Atlas Van Lines Canada