



# TOP FLIGHT TACOS

After gaining over ten years of experience working in taco bars, Kevin Jennings opened Top Flight Tacos in 2009 in Los Angeles, California. His mouth-watering recipes are a result of generations of family dinners spanning almost a century. In LA's competitive catering market, they are what set him, and his tacos, apart.



## 51%

Decrease in Cost-Per-Click



## 65%

Decrease in Cost-Per-Conversion



## 11%

Increase in Click-Through-Rate

## GOALS

Kevin had been marketing through online channels but wasn't seeing results like his competitors were. He was producing 2-3 leads or reservations each week, which wasn't enough to keep his restaurant busy. Frustrated with the performance of his previous digital marketing agency, Kevin reached out to Logical Position for help meeting his weekly lead goals.

## APPROACH

After rebuilding Kevin's account, LP launched campaigns in Google Ads, Bing, and Yelp. A number of techniques were used to drive more leads to Kevin's site. In addition to removing low performing keywords and adding negative keywords, LP utilized Location Targeting, GSP, RLSA, DSA, and Display Campaigns as well as Marchex call analytics.

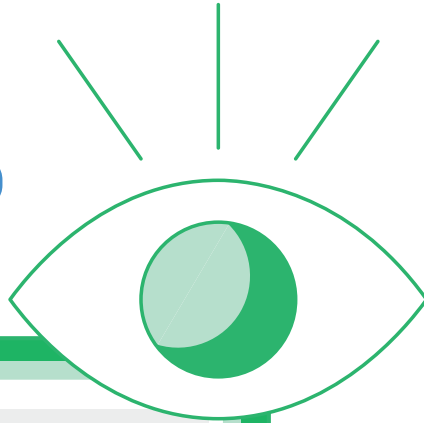
## RESULTS

Top Flight Tacos has never been busier. Kevin has been averaging around 250 leads and 50 reservations each month, yielding a 664% return on his investment. At the same time that his clicks, conversions and phone calls have increased, his costs per conversion and click have fallen. Since partnering with Logical Position, his business has grown significantly, allowing him to add 6 new employees and attract larger clients like Kaiser Permanente.

# RESULTS

1838%

Increase in Impressions



2043%

Increase in Clicks



1141%

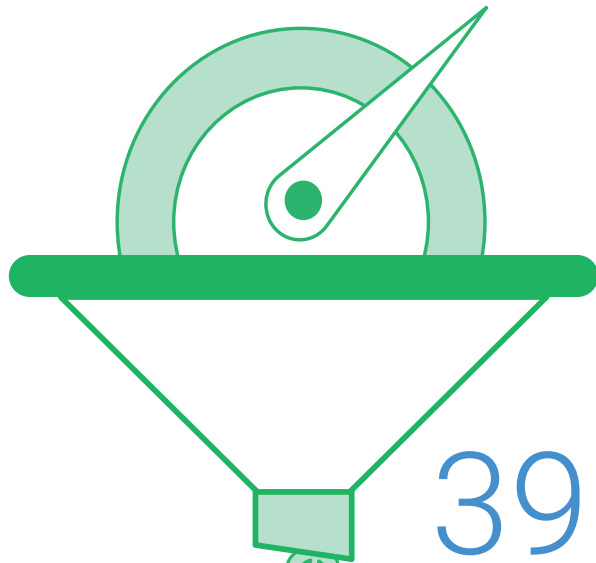
Increase in Conversions

1692%

Increase in Phone Calls



# RESULTS - CONTINUED



39%

Increase in Conversion Rate



*Top Flight Tacos has never been busier... averaging around two-hundred leads and fifty reservations made each month.*



760%

Increase in ROAS

