



# Google Ads

## Scaling High Quality Leads with Google Ads (USA & UAE Market)

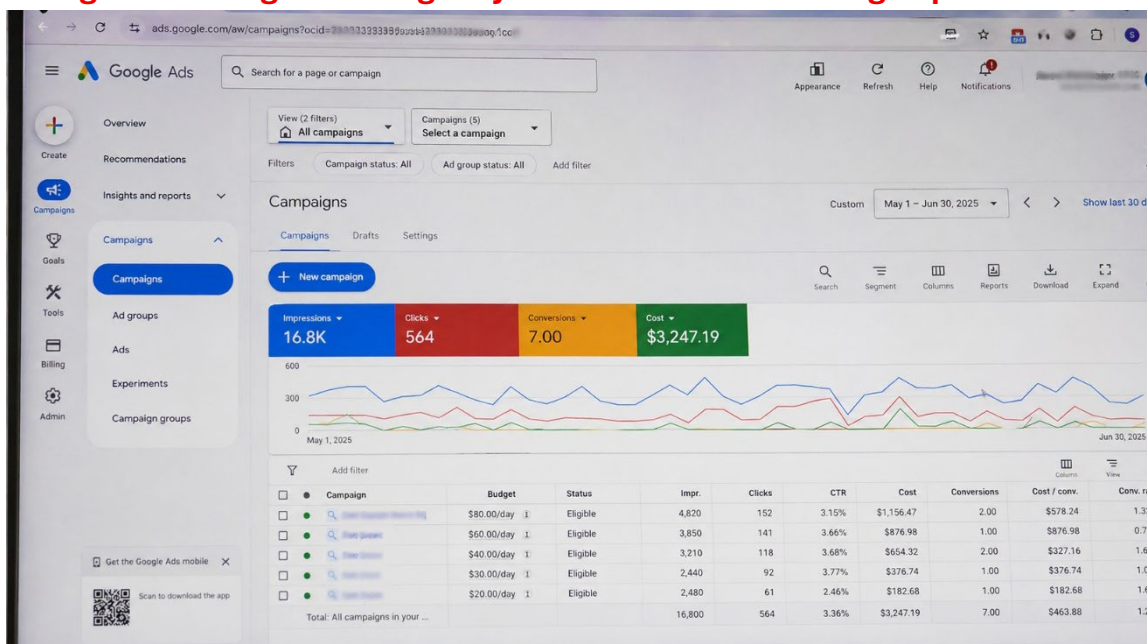
Helping businesses in USA & UAE grow with Google Ads strategies.

### The Challenge

The client was spending money on Google Ads but struggling with results:

- No structured campaign strategy
- Poor keyword targeting (low intent traffic)
- Weak ad copy means low CTR
- No proper conversion tracking
- High spends but very few leads

### Google Ads Image showing very few conversions but high spends.

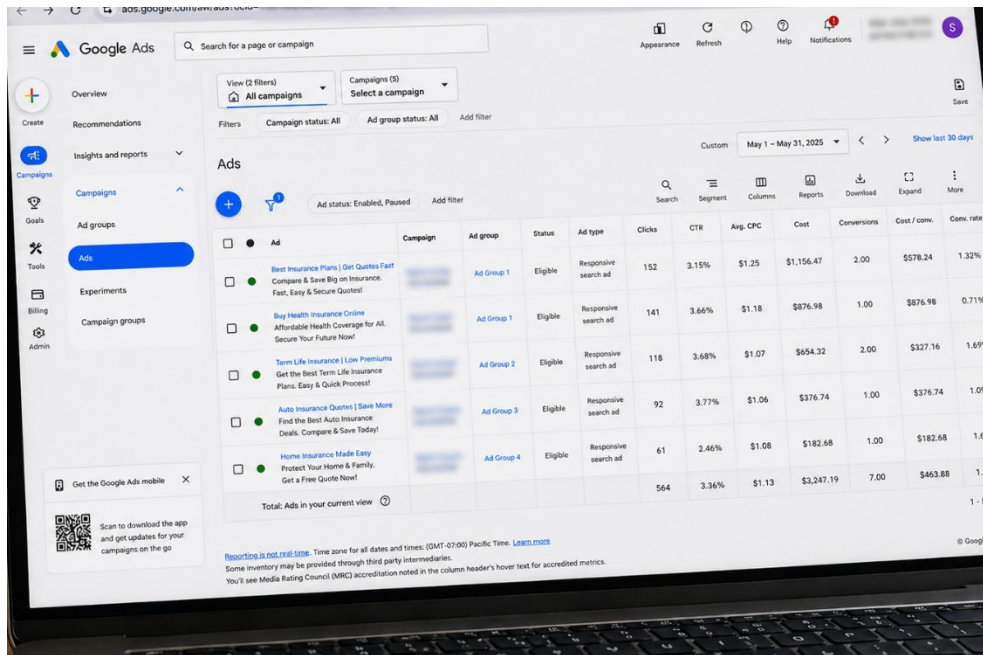


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## Google Ads showing weak ad copy before we started working on Google campaigns.



Ad	Campaign	Ad group	Status	Ad type	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Best Insurance Plans   Get Quotes Fast Compare & Save Big on Insurance. Fast, Easy & Secure Quotes!		Ad Group 1	Eligible	Responsive search ad	152	3.15%	\$1.25	\$1,156.47	2.00	\$578.24	1.32%
Buy Health Insurance Online Affordable Health Coverage for All. Secure Your Future Now!		Ad Group 1	Eligible	Responsive search ad	141	3.66%	\$1.18	\$876.98	1.00	\$876.98	0.71%
Term Life Insurance   Low Premiums Get the Best Term Life Insurance Plans. Easy & Quick Process!		Ad Group 2	Eligible	Responsive search ad	118	3.68%	\$1.07	\$654.32	2.00	\$327.16	1.69%
Auto Insurance Quotes   Save More Find the Best Auto Insurance		Ad Group 3	Eligible	Responsive search ad	92	3.77%	\$1.06	\$376.74	1.00	\$376.74	1.09%
Home Insurance Made Easy Protect Your Home & Family. Get a Free Quote Now!		Ad Group 4	Eligible	Responsive search ad	61	2.46%	\$1.08	\$182.68	1.00	\$182.68	1.64%
Total: Ads in your current view					564	3.36%	\$1.13	\$3,247.19	7.00	\$463.88	1.24%

## Our Strategy

We completely rebuilt the account with a performance-focused approach:

### 1. Targeted Campaign Structure

- Segmented campaigns based on:
  - Health Insurance
  - Term Life Insurance
- Geo-targeting for USA & UAE high-value regions

### 2. Keyword Optimization

- Focused on high-intent keywords:
  - “health insurance quotes”
  - “buy health insurance online”

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- “best insurance plans”
- Removed irrelevant & broad traffic
- Used funnel strategy:
  - TOFU (awareness)
  - MOFU (consideration)
  - BOFU (conversion)

**Keyword Research for the Google Ads including search intent.**

Keyword	Match Typ	Searches	Competition	Search Intent	Funnel
health insurance	Broad	1,65,000	High	Commercial	TOFU
affordable health insurance	Phrase	60,500	High	Transactional	BOFU
best health insurance plans	Phrase	49,500	High	Transactional	BOFU
cheap health insurance	Phrase	40,500	High	Transactional	BOFU
health insurance quotes	Exact	74,000	High	Transactional	BOFU
get health insurance	Phrase	27,100	High	Transactional	BOFU
compare health insurance plans	Phrase	27,100	High	Commercial	BOFU
family health insurance	Phrase	14,800	Medium	Commercial	MOFU
individual health insurance	Phrase	18,100	Medium	Commercial	MOFU
health insurance near me	Exact	22,200	High	Transactional	BOFU
low cost health insurance	Phrase	33,100	High	Transactional	BOFU
insurance for self employed	Phrase	8,100	Medium	Commercial	MOFU
PPO health insurance	Phrase	9,900	Medium	Commercial	MOFU
student health insurance	Phrase	5,400	Medium	Commercial	MOFU
senior health insurance	Phrase	12,100	Medium	Transactional	BOFU

**3. High-Converting Ad Copy**

- Clear value propositions:
  - “Get Instant Quotes”
  - “Compare & Save”
- Strong CTAs:
  - “Apply Now”

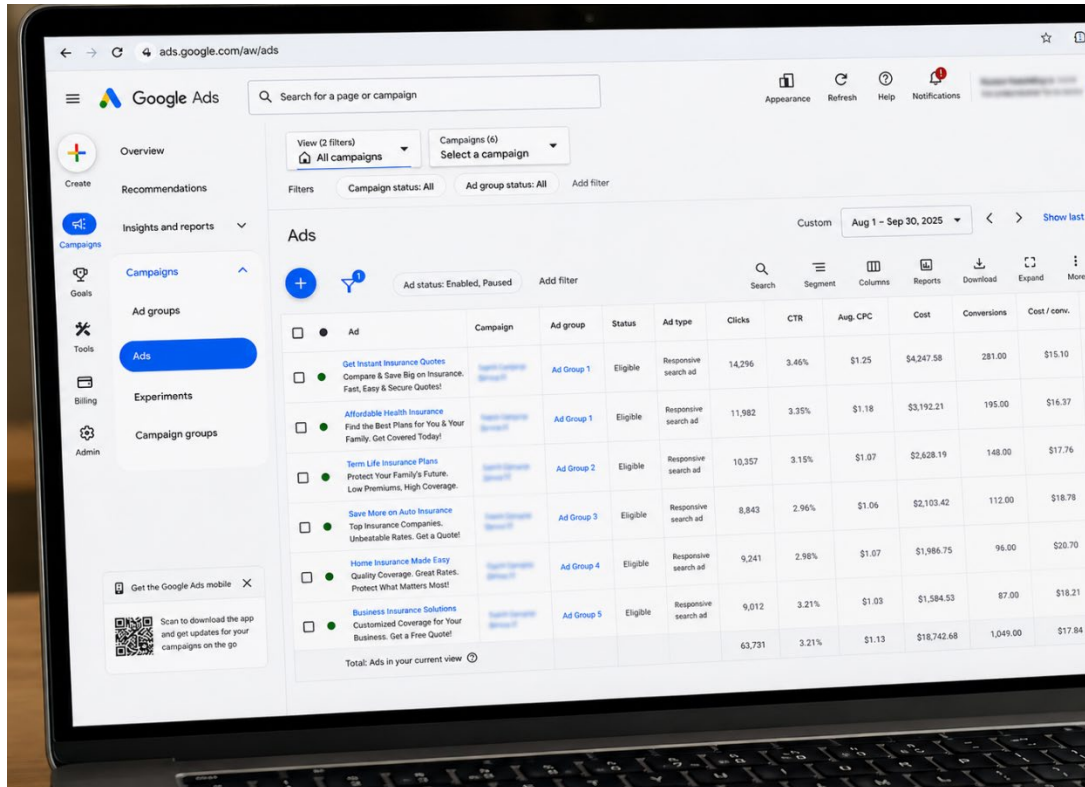
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- “Get Free Quote”
- Added trust signals for US/UAE audience

**Google Ads showing strong and better ad copy results after we started working on Google campaigns.**



Ad	Campaign	Ad group	Status	Ad type	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
Get Instant Insurance Quotes Compare & Save Big on Insurance. Fast, Easy & Secure Quotes!	Search Insurance Search	Ad Group 1	Eligible	Responsive search ad	14,296	3.46%	\$1.25	\$4,247.58	281.00	\$15.10
Affordable Health Insurance Find the Best Plans for You & Your Family. Get Covered Today!	Search Insurance Search	Ad Group 1	Eligible	Responsive search ad	11,982	3.35%	\$1.18	\$3,192.21	195.00	\$16.37
Term Life Insurance Plans Protect Your Family's Future. Low Premiums, High Coverage.	Search Insurance Search	Ad Group 2	Eligible	Responsive search ad	10,357	3.15%	\$1.07	\$2,628.19	148.00	\$17.76
Save More on Auto Insurance Top Insurance Companies. Unbeatable Rates. Get a Quote!	Search Insurance Search	Ad Group 3	Eligible	Responsive search ad	8,843	2.94%	\$1.06	\$2,103.42	112.00	\$18.78
Home Insurance Made Easy Quality Coverage. Great Rates. Protect What Matters Most!	Search Insurance Search	Ad Group 4	Eligible	Responsive search ad	9,241	2.98%	\$1.07	\$1,986.75	96.00	\$20.70
Business Insurance Solutions Customized Coverage for Your Business. Get a Free Quote!	Search Insurance Search	Ad Group 5	Eligible	Responsive search ad	9,012	3.21%	\$1.03	\$1,584.53	87.00	\$18.21
Total: Ads in your current view					63,731	3.21%	\$1.13	\$18,742.68	1,049.00	\$17.84

#### 4. Conversion Tracking Setup

- Proper tracking for:
  - Form submissions
  - Calls
- Enabled data-driven optimization

#### 5. Landing Page Optimization

- Faster loading pages
- Clear CTA placement
- Mobile-friendly (critical for UAE traffic)

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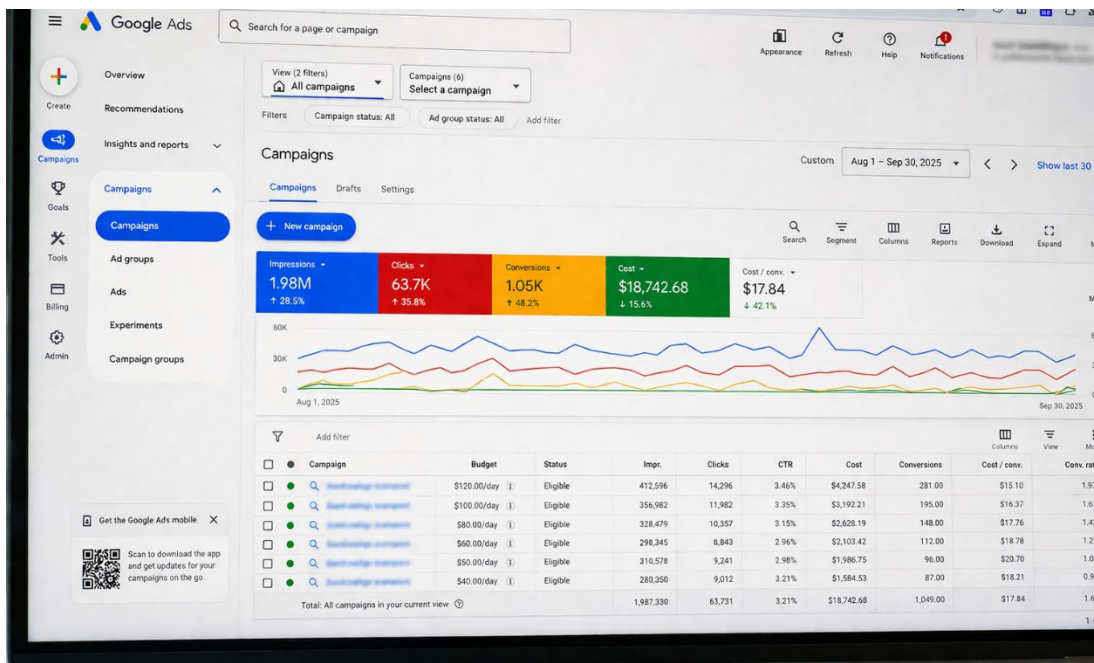
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## Results Achieved

- **Impressions: 1.98M**
- **Clicks: 63.7K**
- **Conversions: 1,049**
- **Total Spend: \$18,742.68**
- **Cost Per Conversion: \$17.84**

The biggest shift came from targeting high-intent keywords and aligning ad copy with user intent.

**After working consistently for 2 months on Google Ads campaign the cost per lead went very low and conversions boosted.**





**Before:** The business was struggling to generate leads & had no structured ad strategy, leading to wasted budget.

**After:** Generated consistent daily leads & improved overall ROI significantly

## Looking to Generate High Quality Leads at a Lower Cost?

Let's build a data driven Google Ads strategy for your business.

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