

GENERATING TARGETED LEADS FOR THE SALES TEAM

National Signs is a leading provider of interior and exterior signage and architectural accents serving major cities in Texas. Coming out of the pandemic, the sales team was not getting leads from the website, and they needed to refill the pipeline. We utilized Google Search and LinkedIn ads to reach their target audience and generate leads.

Google Ads

LinkedIn Ads

Landing Page

The Results

679,595
impressions

\$5.78
average
cost per click

6.24%
conversion rate

127%
YOY **growth**
in leads

7.91%
YOY **decrease**
in cost per click

75%
YOY **increase in sales**
from 2021 to 2022