

CASE STUDY



WHO THEY ARE

Porter and Chester Institute (PCI) is a respected vocational institution offering specialized training in automotive technology, healthcare, HVACR, electrician training, and more. With over 75 years of experience, PCI provides comprehensive, hands-on instruction led by industry-experienced instructors, ensuring graduates are well-prepared for their careers. Supported by a strong career services department, PCI facilitates seamless transitions to employment, with many success stories of graduates thriving in their fields.

WHAT WE ACHIEVED

We assumed the role of Agency of Record (AOR) for PCI, introducing transformation within the initial 90 days in their Paid Search marketing. The results were significant, especially with Google Ads management.

Key Achievements:

- **Cost Efficiency:** We achieved a significant **35%** decrease in Cost Per Lead (CPL), accompanied by an **83%** increase in Qualified Leads - expanding PCI's outreach and impact
- **Non-Brand Search Enhancement:** Through targeted strategies, the CPL in Non-Brand Search decreased by **49%**, resulting in an increase of **131%** in Non-Branded qualified leads. This substantial increase effectively **doubled** the volume of PCI's leads
- **Quality Enhancement:** Our focus extended beyond lead volume, emphasizing the importance of lead quality. By eliminating **18%** of unqualified lead traffic - including segments vulnerable to Google Fraud - resources were strategically reallocated. This proactive measure reduced the bad lead rate for PCI's admissions team by over **45%**, elevating the overall quality of all leads.

Our strategic approach not only optimized performance metrics but also safeguarded against potential pitfalls, demonstrating our commitment to delivering tangible results for PCI.



HIGHLIGHTS

FIRST 90 DAYS

- **35%** CPL Reduction
- **83%** Increase in Qualified Leads
- **18%** Decrease in Un-Qualified Traffic, Resulted in **45%** Reduction in bad leads.

NON-BRANDED SEARCH

- **49%** CPL Decrease
- **131%** Increase in Qualified Leads



GOOGLE PARTNER

Let's see if you're overspending by 20%-30%; as 95% of our audits show that clients are!

Contact us for a free Google Ads audit via live screen share.