

## Google Ads Audit for a Global B2B Company

A client was working with a larger agency that also managed their corporate budgets and didn't feel like their smaller campaigns were getting as much attention. The goal of the campaign was to sign up new customers for a free trial. By conducting a Google Ads audit and implementing our findings, we were able to optimize the campaigns to better meet their goals.

### Optimizations included but not limited to:

- » Fixed conversion settings in Google Ads
- » Utilized enhanced eCommerce in Google Analytics
- » Optimized conversions to improve ROAS
- » Paused underperforming campaigns
- » Limited global coverage
- » Dedicated resource to improve performance



## How Orange 142 Delivered Results

**93%**

Increase in ROAS

**89%**

Increase in free trial sign ups

**249%**

Decrease in cost for the free trial sign ups

**57%**

Decrease in CPCs

**88%**

Increase in conversion rates

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