

How We Increased Conversions by 163% While Reducing Cost Per Conversion by 62% for a US Taxi Company

163%

Increase in Conversions

62%

Reducing Cost/Conversion

565

Monthly Conversions

Introduction

This case study showcases how we helped a leading taxi service provider in the United States achieve significant improvements in their paid advertising performance. Operating in a highly competitive market, the client aimed to generate more ride bookings through Google Ads while keeping acquisition costs under control.

Objectives

The primary objectives of the campaign were:

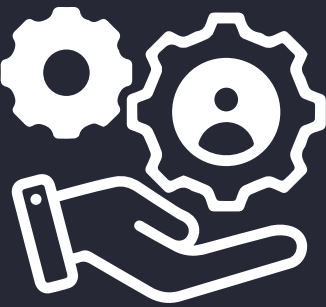
- Boost Ride Bookings:** Increase total conversions through Google Ads campaigns.
- Lower CPA:** Reduce cost per acquisition to ensure profitability.
- Maximise Spend Efficiency:** Generate more bookings without increasing overall ad spend



Challenges

During our initial audit in February 2025, we identified several challenges:

- High CPA:** The cost per conversion stood at \$37.35, reducing profitability.
- Average Conversions:** Campaigns were generating 214.75 conversions with \$8K in spend, leaving room for scale.
- Competitive Market:** High competition in the US taxi service space made cost-efficient scaling difficult.



**Services Offered** - Google Ads Optimisation, Campaign Restructuring & Bidding Strategy, Conversion Tracking Improvements, Ad Copy Testing & Landing Page Optimisation

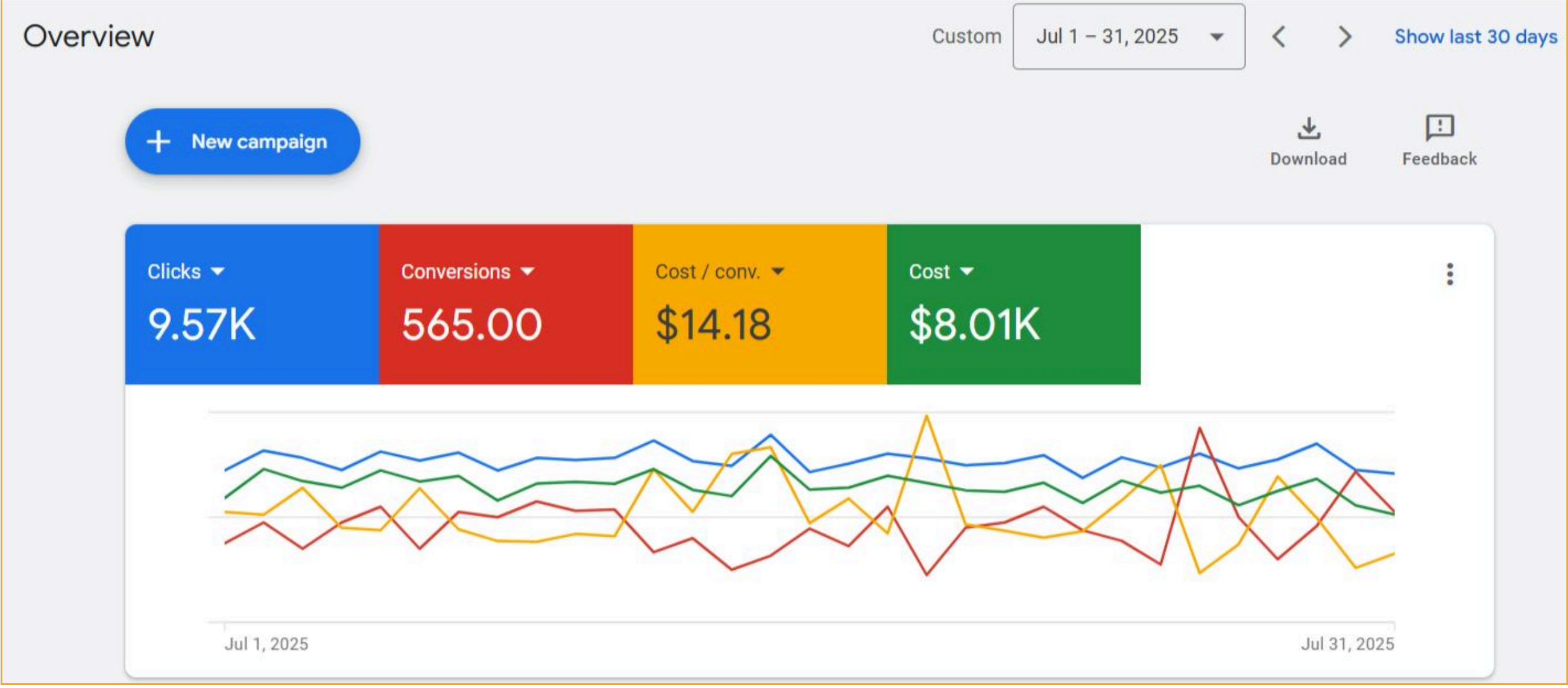
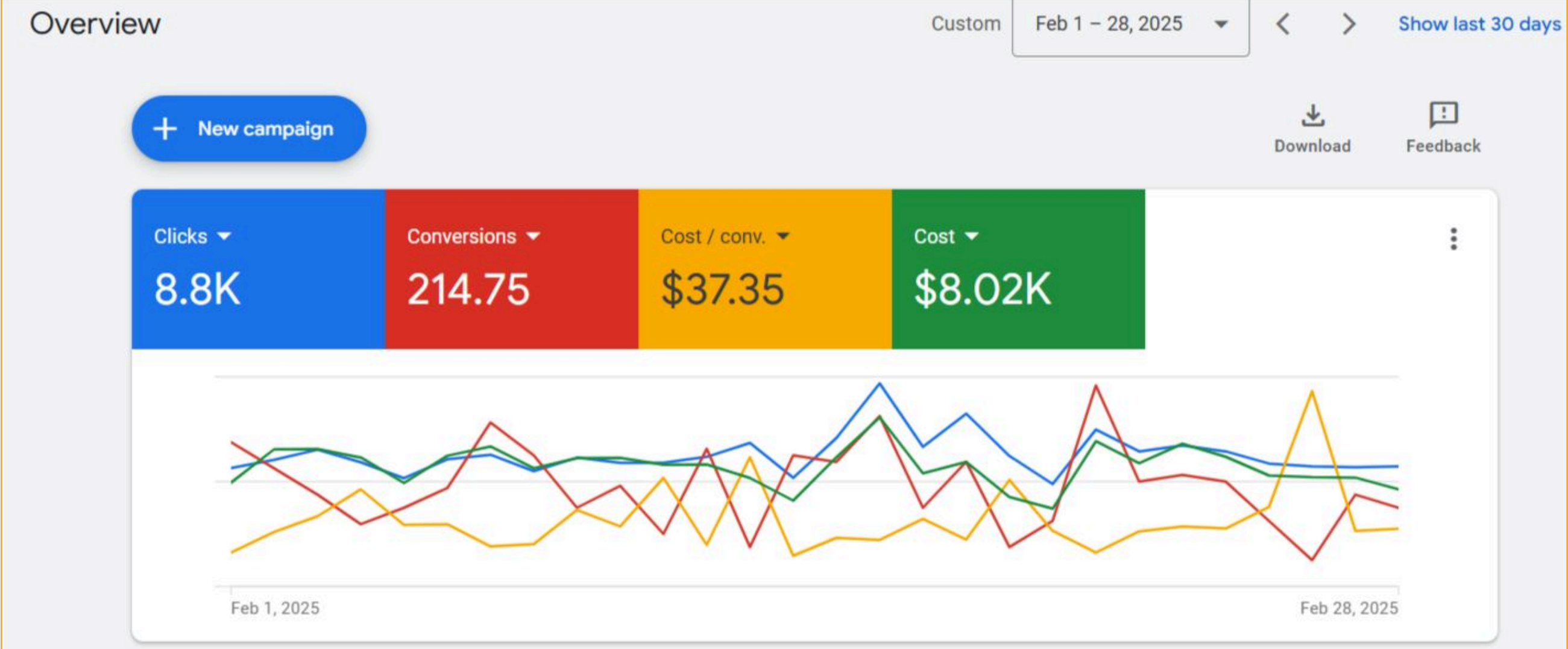
Strategies and Solutions

To address these challenges and meet campaign objectives, we applied the following strategies:

- Campaign Restructuring:** We refined campaign structure to improve budget allocation toward high-performing ad groups and eliminated low-converting segments.
- Targeting Optimisation:** We focused on high-intent keywords and geographic targeting to capture ride bookings from customers with immediate demand.
- Smart Bidding & Budget Scaling:** By leveraging automated bidding strategies, we optimised campaigns for conversions while ensuring controlled CPA.
- Conversion Tracking Accuracy:** We ensured all ride booking actions were tracked properly, providing accurate performance insights for ongoing optimisation.
- Ad Creative Testing:** We introduced new ad variations and tested CTA-driven copies to improve engagement and booking rates.

Achievements

We fixed tracking discrepancies to ensure accurate performance measurement and data-driven decisions.



- 565 Monthly Conversions:** Conversions surged from 214 in February 2025 to 565 in July 2025, marking a 163% increase in ride bookings.
- 62% Lower Cost per Conversion:** Acquisition costs dropped significantly, from \$37.35 down to \$14.18, making campaigns highly profitable.
- Budget Efficiency:** Despite maintaining almost the same monthly ad spend (~\$8K), the company generated nearly 3x more bookings, maximising return on investment.
- More Clicks, Better Engagement:** Clicks increased from 8.8K → 9.57K, reflecting improved ad relevance and user intent targeting.
- Sustainable Growth in a Competitive Market:** By refining targeting and implementing smart bidding, the campaigns established a scalable model for continued growth in the highly competitive taxi services space.

Conclusion

Through data-driven optimisation, targeting refinement, and smart bidding strategies, we helped this US-based taxi company achieve sustainable growth. With 163% more conversions at 62% lower acquisition costs, the campaigns became a reliable driver of bookings while maintaining the same ad spend. This case study highlights the power of structured campaign management in helping local service businesses thrive, even in competitive markets.