

# David Smania : Case Study #53

Franek Technologies increases conversions by 756%



Franek Technologies is a leader in power protection systems. They specialize in providing complete UPS systems for laboratory equipment for analytical, diagnostics, forensic, life science, pharmaceutical and biotechnology instrumentation systems applications.

## The Challenges

Franek Technologies came to me with a simple goal - increase conversions and grow sales. The company was locked in a contract with another agency which was overcharging for remarketing ads. Franek had tried Google Ads in the past, only to end up wasting thousands of dollars with little in return.

## How We Did It

As a niche product for laboratory equipment, I invested a considerable amount of time researching their unique keyword universe in order to better understand the commercial viability behind hundreds of search patterns. I then structured campaigns in a way to optimize full-funnel targeting, utilizing isolated and exploratory search campaigns, combined with display remarketing and ads targeting competitor URLs. I maximized bids around the very best keywords, ensuring proper page position to drive revenue and growth.

## The Results

Within months, the Franek account went from wasting thousands of dollars to delivering high quality leads for their sales team. In month three, I was told that we might have to turn off the ads because the company was having difficulty keeping up with demand. Thankfully, Franek was able to adjust and I continue to deliver high quality leads month after month.

## The Results

↑ **756%**  
Increase in conversions (form submissions)

↑ **482%**  
Increase in phone calls

↑ **3.6%**  
Increase in average CTR

↓ **49%**  
Decrease in cost per conversion



David Smania

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