

David Smania : Case Study #55

Robinson Vacuum Tanks increases conversions by 684%



Robinson Vacuum Tanks Inc. (RVT) is a family-owned and managed manufacturing business in central Pennsylvania serving the needs of clients across the country with quality-machined durable aluminum vacuum tank products such as portable restroom trucks, septic trucks and slide-in tanks.

The Challenges

When the CEO from Robinson Vacuum Tanks contacted me in 2020, another agency was managing their Google Ads account, and performance had stagnated. The company wanted to refresh the entire account with new campaigns in order to increase sales and lead quality.

How We Did It

While the account had lackluster performance, it also contained a treasure trove of keyword, conversion, and bidding data that I could harvest. I initiated a deep audit to gain a more complete understanding of Robinson's market. I also performed a detailed competitor analysis. After completing our research, I decided to rebuild the entire account from scratch, introducing campaigns that contained substantially more keywords. I also created tightly-themed ad groups to better control bids and maximize quality score. Outside of search, I activated top-of-funnel campaigns on Youtube and the Display network.

The Results

The Robinson Tank story is one of my best yet. Within a week, I had already surpassed the previous agency's numbers. The account has growth steadily over time, and the performance of the campaigns now exceeds the capacity of the company to fulfill orders. As a result, I had to scale back budget, but it is very satisfying that we now have an automatic "growth button" that I can press at any time.

The Results

↑ 684%

Increase in conversions (form submissions)

↑ 980%

Increase in phone calls

↓ 54.3%

Decrease in cost per conversion



David Smania

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