

# How ScraperAPI Got More Monthly Subscribers While Keeping The CPL Low with Google Ads

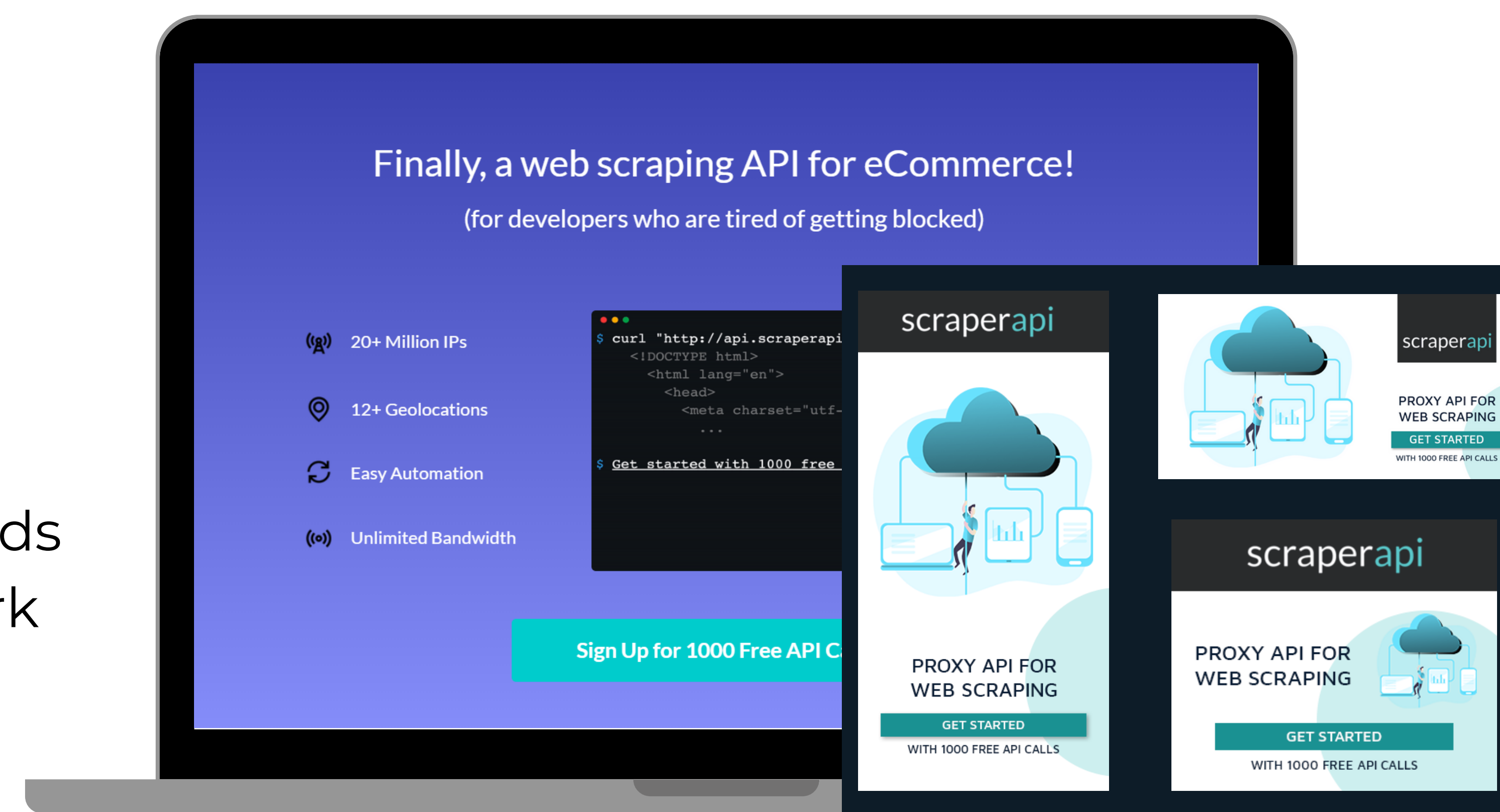


ScraperAPI is a web-scraping solution that handles proxies, browsers, and CAPTCHAs, so scrapers can get the HTML from any web page with a simple API call.

ScraperAPI reached out to Ads Lancelot with the goal of increasing the amount of monthly sign-ups they get from Google Ads and to get their cost per lead below \$10. During our collaboration we've been able to reduce cost per lead by 71% while increasing the conversion volume by 114%.

## How We Did It

- Restructuring Campaigns by Intent Types
- Creating Audience-Specific Landing Pages
- Maximizing Bids on Industry Specific Keywords
- Retargeting Non-Converters via GDN Network



## The Result

 **114%**  
Increase in Conversions

 **41%**  
Increase in Conversion Rate

 **71%**  
Decrease in Cost per Conversion

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Since we engaged with Ads Lancelot I spend very little time needing to manage the ad effort. They take care of everything. They are extremely detailed-oriented, the communication is top-notch and my ad campaigns have never before produced such great results!

Daniel Ni, Founder & CEO (Scraper API)