

# How Senpex Got More Targeted Business Leads In A Consumer Saturated Marketplace

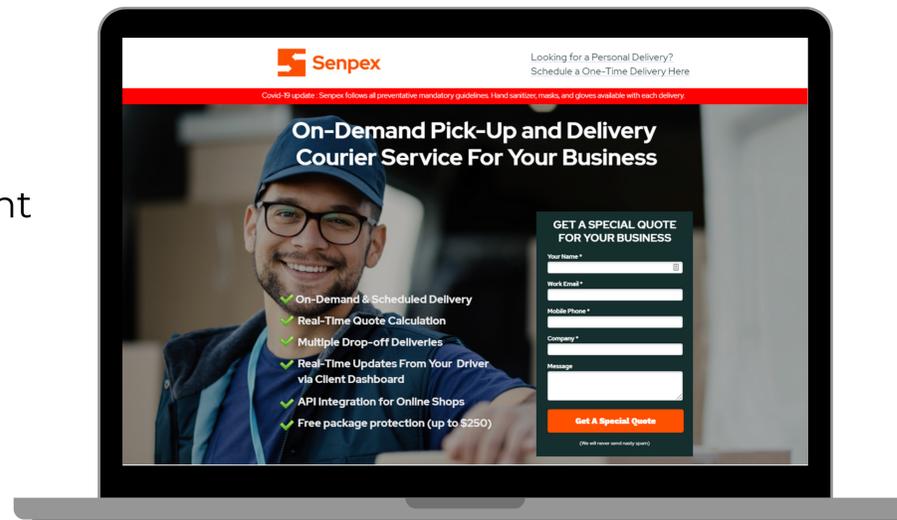


Senpex is an on-demand delivery service powered by AI route optimization. They partner with businesses like Facebook, Tesla, Novogene to help them make their deliveries more time and cost-efficient.

Senpex reached out to Ads Lancelot looking to improve performance of their existing Google Ads campaign, and generate more B2B clients. Through our collaboration we've been able to reduce the Cost Per Conversion by 42%, increase Conversion Rate by 41% & improve the Lead Quality.

## How We Did It

- Different landing pages for different keyword intent
- Restructuring their Google Ads account for easier management
- Qualifying leads by requiring work email
- Continuous CRO tests in Ads & landing pages



## The Result

 **137%**  
Increase in Conversion Rate

 **42%**  
Decrease in Cost per Conversion

 **Marked**  
Improvement in Lead Quality

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We started running Google Ads to attract specific type of leads: businesses & corporations. It wasn't easy since there are lots of consumers searching for the same keywords. I liked the analytical approach Ads Lancelot presented on our initial call and decided to test them out. In few months we started seeing more & more leads in our database with a marked improvement in quality. This lead to some profitable deals & helped accelerate our company's growth.

Anar Mammadov, Co-Founder (Senpex)