

How Verbit Increased Their Sales-Opportunities with Google Ads B2B-Focused Campaigns

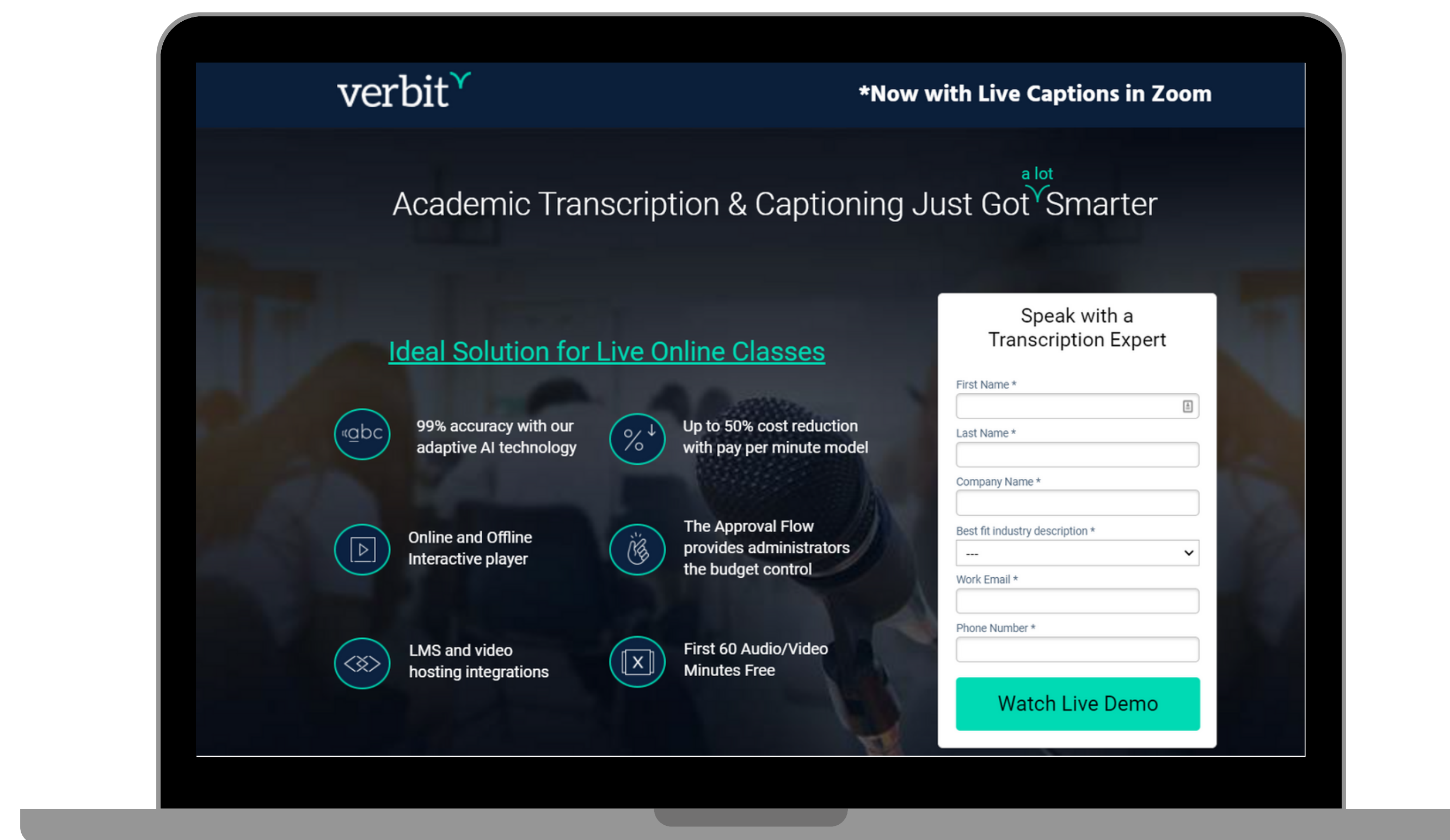


Verbit is an AI technology company that provides next generation transcription and captioning solutions to organizations in the Academic, Legal & Media Production space.

Verbit reached out to Ads Lancelot looking for assistance in creating & managing their new Google Ads campaigns. Over the course of our collaboration we've been able to achieve a 541% increase in Conversions, 125% increase in Conversion Rate & 19% decrease in Cost Per Conversion.

How We Did It

- Product-Specific Landing Pages for PPC
- Ad Testing & Regular Optimizations
- Increasing Bids Of High-Impact Keywords
- Continuous CRO Tests Based On User Behaviour

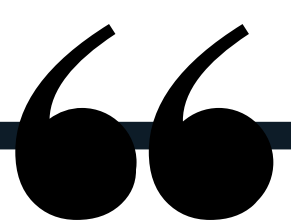


The Result

 **541%**
Increase in Conversions

 **125%**
Increase in Conversion Rate

 **19%**
Decrease in Cost per Conversion



After engaging with Ads Lancelot team we've got a clear process of testing that allows us to increase conversions & decrease costs. They are my partner of choice going forward for everything that has to do with paid advertising.

Jacques Botbol, VP Marketing (Verbit)