

Precious Metals IRA Client (5 Million per year in Revenue from Google Ads leads)

An investment company selling gold for IRAs and 401Ks was looking for a way to increase qualified leads. Their agency engaged PPC.ninja to craft a targeted PPC strategy that would appeal to retirement investors.

Drive qualified leads for gold IRA rollovers and physical gold investments.

Strategy:



Focused on high-intent keywords related to gold IRAs and retirement investing.



Optimized landing pages to include trust elements like guarantees and client testimonials.



Set up advanced remarketing campaigns to re-engage website visitors.

Results:

1. Click-through rate surged to 7.2% with tailored ad copy.
2. The cost per lead dropped from \$150 to \$85 within 90 days.
3. Over \$600,000 in gold investments generated in the first quarter. More than 5 million in revenue generated each year from Google ads alone
4. 15% of new leads converted into long-term clients.

Testimonial:



"The level of professionalism and expertise from PPC.ninja was incredible. Our client in the precious metals industry was thrilled with the increase in conversions and quality leads. PPC.ninja's work exceeded expectations and helped solidify our relationship with the client."

- Agency Owner

