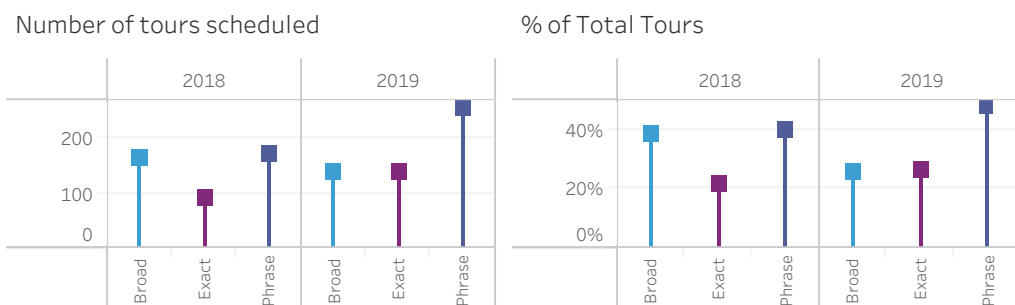




About the client: **Industrious** offers premium coworking spaces, with +75 locations across 40 cities in the United States. This business model provides a unique challenge with opening of new locations and ever-changing priorities (e.g. occupancy levels).

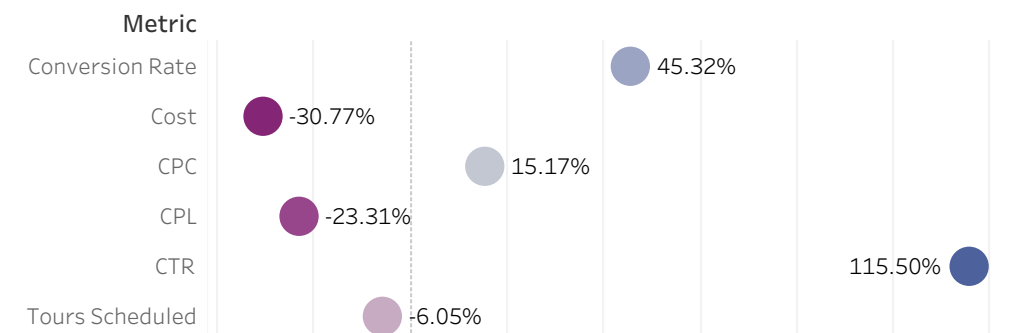
Since working together with **algofy**, leads coming from Google have increased by 76%. Based on performance Industrious have more than doubled investment on Paid Search, while reducing cost per lead (CPL).

1. This data shows that we immediately added top previously converting search terms as **exact match** and **phrase match** and allocated more budget to them. We put more emphasis on taking control of ad spend.



2. As a local business, it is crucial to localize keywords and ad copy to be most relevant to your audience in targeted geographic areas. Even though we paid higher CPCs, we had a **more than double CTR** and **nearly 50% greater Conversion Rate** on localized terms -- **this led to 23% lower CPL**.

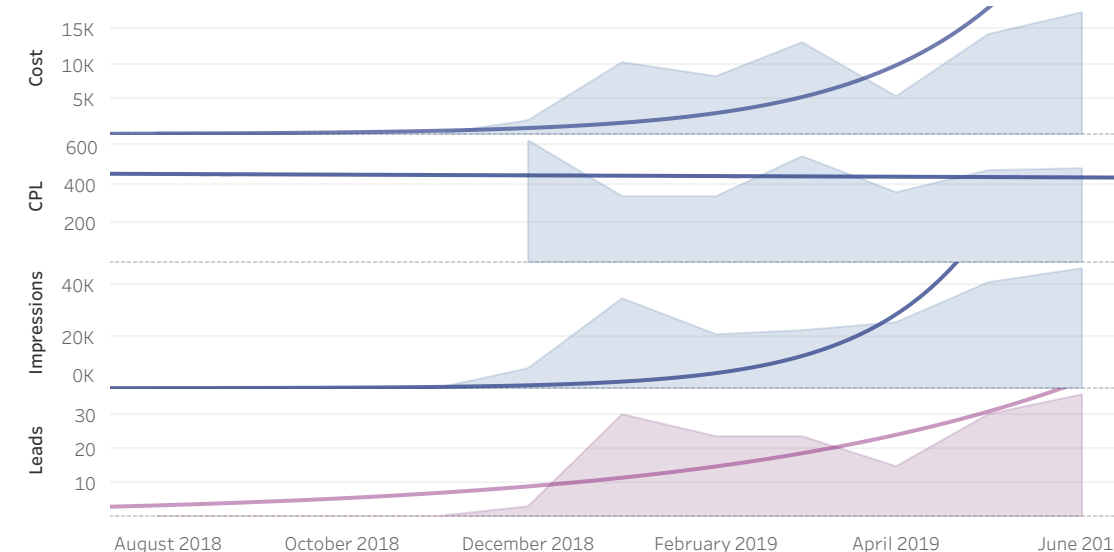
Location vs. Non-location



The difference in performance for keywords with location modifiers (e.g. coworking chicago) versus keywords without location modifiers (e.g. coworking)

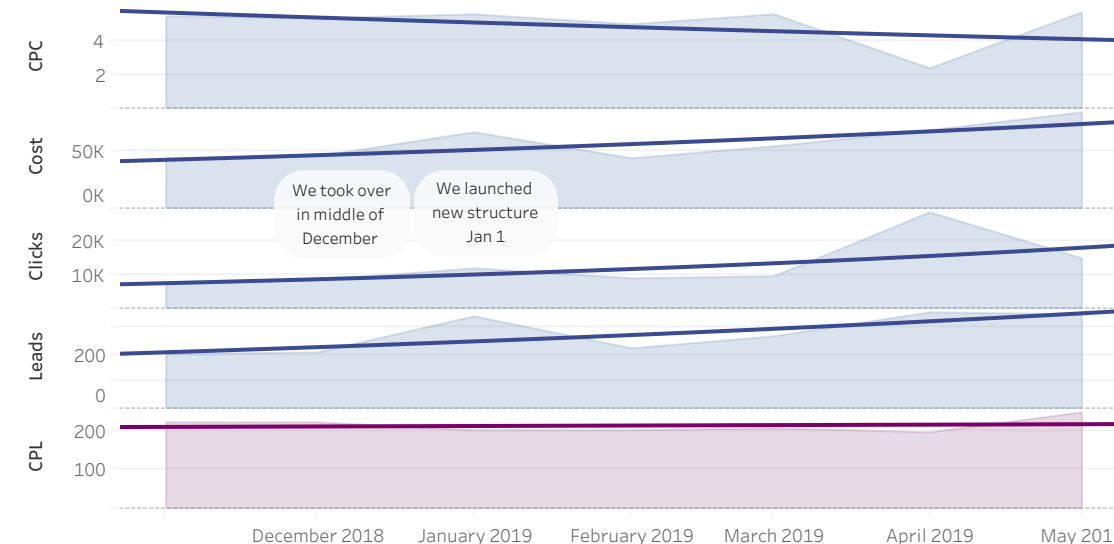
3. Before working with us Industrious had not succeeded in targeting competitors. In order to scale an account quickly you will have to test new strategies and be bold to uncover new areas. **25% of non-branded scheduled tours came from competitor terms over the first 6 months.**

Targeting competitors



4. We **doubled monthly ad spend in less than 6 months**, while **lowering CPL by 5%**. That's how you scale an account.

Overview Stats



algofy is made up of people who have one thing in common ... a shared goal to show our clients that they are more than just clients. We seek to build real and lasting business relationships. Our success depends on you seeing us as a true partner in the growth of your business, and we go above and beyond to prove that point.

Let's get in touch!

Interested in a **FREE** account audit?

We will perform a thorough review of your account and point out specific PPC opportunities that will help take your sales to the next level.

Bret, CEO @ algofy
+1 323.561.4581
bret@algofy.io