

# BAC Dumpsters

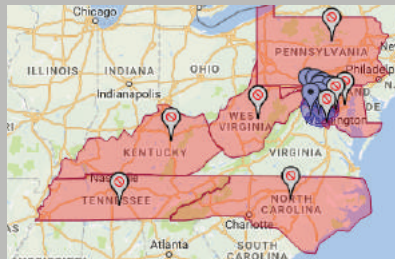


## // Strategy

**Campaign Start:** October 2016

**Client Goal:** Outrank dominant competitor, [nextdaydumpsters.com](http://nextdaydumpsters.com), in impression share and grow business locally in Virginia

- Target local keywords through geo-targeting with specific bids and ads based on search location



- Optimized relevant ad copy and strategic landing pages

Cheap Dumpster Rental  
Serving Northern Virginia  
[www.bacdumpsters.com/cheap](http://www.bacdumpsters.com/cheap)  
Family owned and operated. Use BAC for any size project. Call today!

Northern VA Container Rental  
BAC Dumpster  
[www.bacdumpsters.com/containers](http://www.bacdumpsters.com/containers)  
Same & next day container rentals. Live customer service. Click or call now!

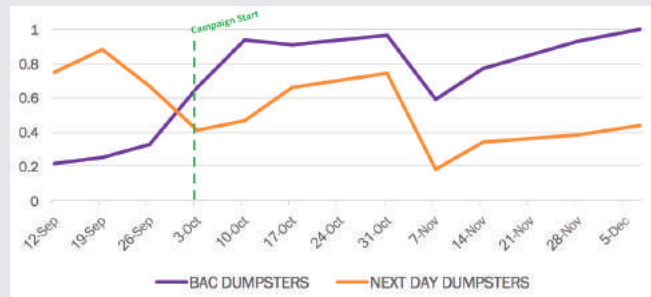
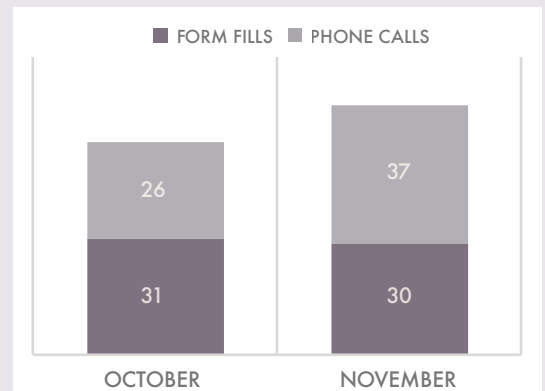
## // Results

**Time Frame:** October 2016 through December 2016

- Outranked competitor in impression share within target markets
- Increased conversions
- Saturated local markets in metropolitan Virginia
- Business expansion into neighboring Virginia counties and North Carolina

## ↑ Conversions

Keyword strategy research led to a strong campaign launch and more conversions month to month. Client requested a shift in lead strategy to target majority phone calls, because they were easier to close.



## ↑ Impression Share

Saturated local market impression share to 100%, outranking competitor, Next Day Dumpsters