

# Driving Enterprise Solutions Traffic with Targeted Ads

Service rendered: Google Ads  
management

Client industry: Technology solutions

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# CLIENT OVERVIEW

The client is a New Zealand-based enterprise technology solutions provider specializing in APIs, data, DevOps, and AI engineering. The team aimed to generate high-quality leads and website traffic for their Cloud and On-premise Integration service.

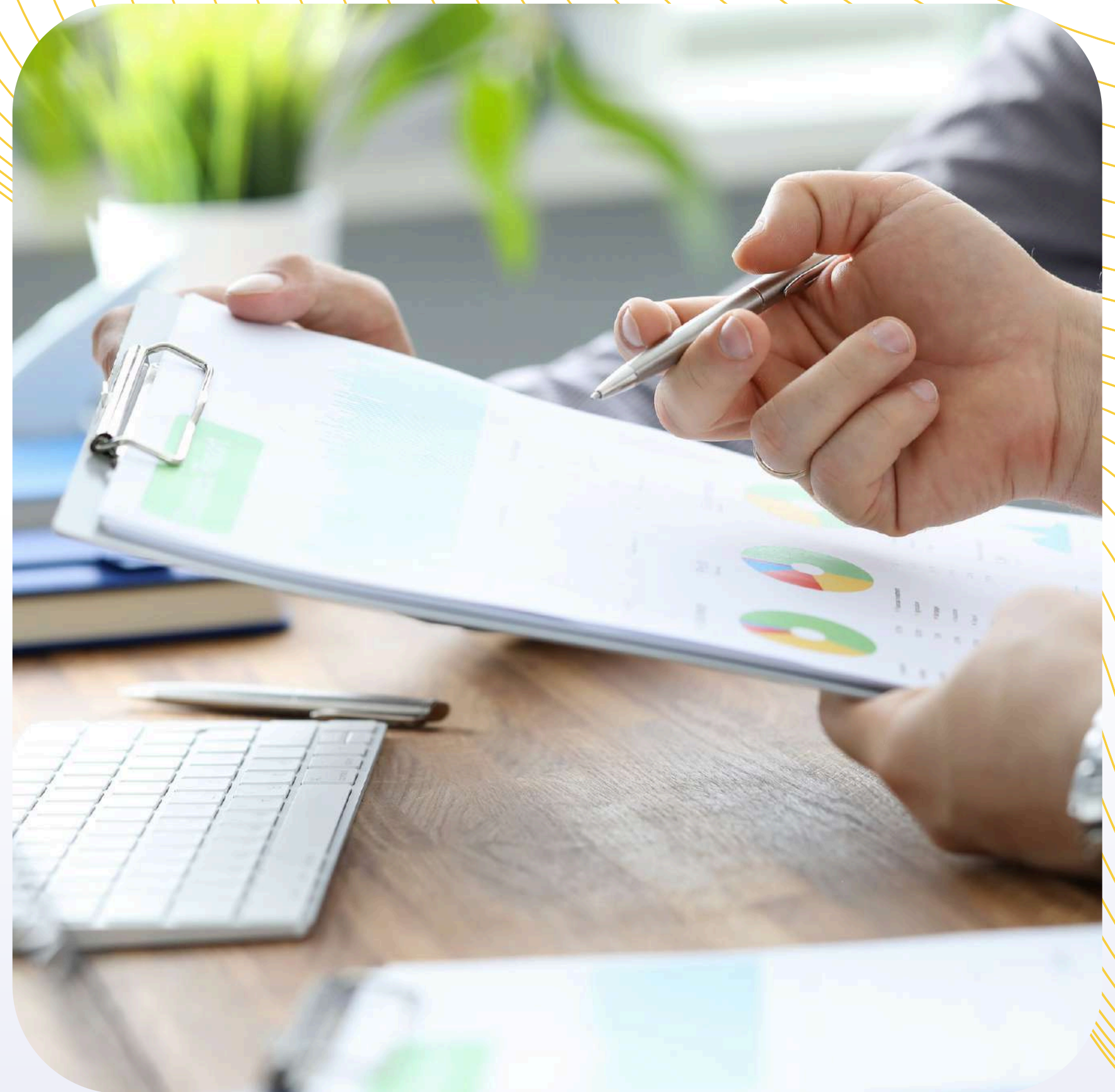
The client partnered with Upreports to run targeted Google Ads campaigns that captured their expertise and solutions.



# PROJECT GOALS

The primary objectives of the ad campaign was to:

- Increase brand awareness among businesses interested in cloud integration services.
- Generate high-quality leads through targeted Google search advertising.
- Position the client as a cloud integration leader on a small daily budget.
- Maximise ad performance by refining targeting, budgeting, and leads tracking.



# INITIAL ANALYSIS

Before launching the campaign, we conducted in-depth research to ensure maximum ad impact.

- Target Audience Analysis
- Industry Trends Review
- Competitor Insights
- Ad Platform Selection

This research laid the foundation for a data-driven Google Ads strategy.



# WORK APPROACH

For the client, we implemented a tailored strategy that focused on:

- Highlighting cloud and on-premise integration service USPs
- Identifying relevant service keywords with decent search volumes.
- Using phrase match keywords to get better ad reach
- Staying within client budget of \$35 (NZD) per day



# WORK RESULTS

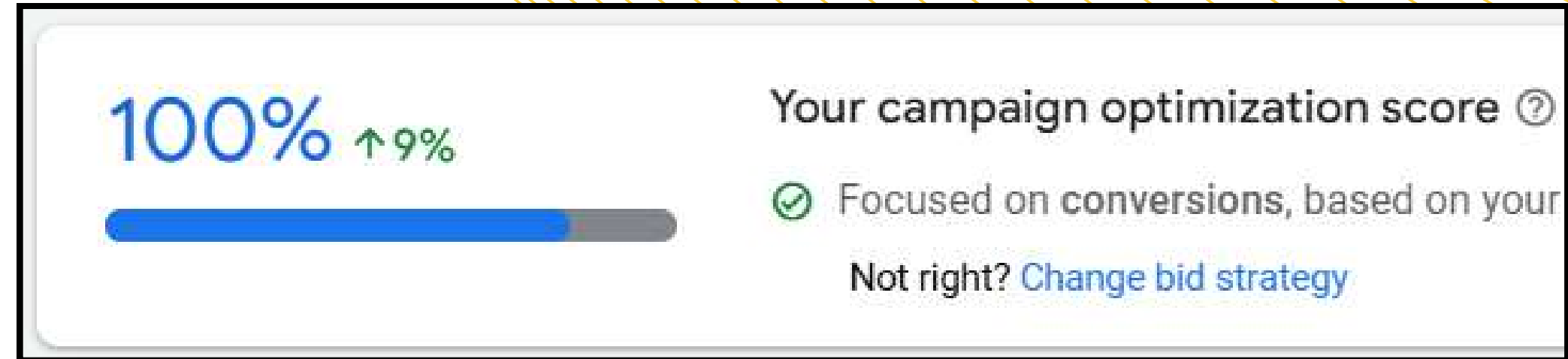
This campaign delivered strong website visits and ad interactions while keeping the cost per click (CPC) low. By aggressively optimizing ad formats, we successfully maximized the return on ad spend (ROAS). Below is the performance breakdown for initial two and a half months:



# WORK RESULTS

Our ad managers setup a comprehensive campaign and maximized assets usage to achieve better ad visibility and impact.

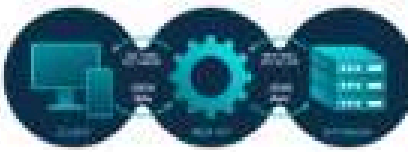
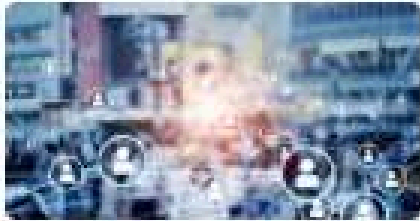


We also worked with ad recommendations and improvements to improve overall ad score.



Asset Group 1 Preview ads

**Assets**

20 images, 1 logo, 1 video, 15 headlines, 5 long headlines, and 5 descriptions added to this asset group

 Expert System Int...  API Integration So...  Get Cloud Integrat...  Hire Data Integrati...

● Enabled    Ad strength: Good ○    Status: Eligible

The screenshot displays an 'Asset Group 1' interface. It lists various assets added to the group: 20 images, 1 logo, 1 video, 15 headlines, 5 long headlines, and 5 descriptions. Below the list are four asset thumbnails with titles: 'Expert System Int...', 'API Integration So...', 'Get Cloud Integrat...', and 'Hire Data Integrati...'. At the bottom, the status is shown as 'Enabled', 'Ad strength: Good', and 'Status: Eligible'.



# WORK RESULTS

The client aimed to gain visibility across all major cities in New Zealand, ensuring their API integration services were visible to enterprises and SMEs in key areas. To achieve this, we implemented a location-based targeting strategy, focusing on high-potential regions where demand for cloud integration was highest as well as emerging.

Check out the campaign's reach and performance across major New Zealand cities:

# WORK RESULTS

Targeted location	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<a href="#">Auckland, New Zealand</a>	470	8,461	5.55%	NZ\$1.92	NZ\$904.14
<a href="#">Christchurch, Canterb...</a>	328	3,229	10.16%	NZ\$1.00	NZ\$327.17
<a href="#">Wellington, New Zeala...</a>	138	2,491	5.54%	NZ\$1.29	NZ\$178.35
<a href="#">Hamilton, Waikato, Ne...</a>	32	637	5.02%	NZ\$1.18	NZ\$37.63
<a href="#">Rotorua, Bay of Plenty,...</a>	9	163	5.52%	NZ\$3.21	NZ\$28.92
<a href="#">Whangarei, Northland, ...</a>	9	251	3.59%	NZ\$0.88	NZ\$7.89
<a href="#">Napier, Hawke's Bay, N...</a>	8	256	3.13%	NZ\$1.48	NZ\$11.86
<a href="#">Tauranga, Bay of Plent...</a>	7	232	3.02%	NZ\$1.23	NZ\$8.63
Total: Locations ⓘ	1,001	15,720	6.37%	NZ\$1.50	NZ\$1,504.59



# WORK TIMELINE

Our campaign execution was structured into phases to ensure efficiency:

**Week 1-2:** Client discussions, market research, audience segmentation, keywords mining, and ad strategy planning.

**Week 3-4:** Ad copy creation, A/B testing setup, and campaign launch.

**Week 5-10:** Campaign optimization, negative keywords markup, and ad monitoring.



# TEAM INSIGHTS

A team of 3 marketing professionals were assigned to the advertising project, namely:

- Sr. Ads Manager: Campaign planning, keywords research, and core ad setup
- Campaign Manager: Assets creation, daily campaign monitoring, and ads optimization.
- Copywriter: Ad copy creation and improvements.



# WORK REPORTS AND COLLABORATION

To ensure transparency, continuous improvement, and alignment with client goals, we maintained a structured reporting and collaboration approach throughout the campaign. Highlights:

- Daily performance update, and weekly report with key metrics like click-through rates (CTR), cost per click (CPC), conversion rates, and lead quality.
- Regular strategy calls and progress meetings to discuss campaign performance and new opportunities.



# PROJECT SUMMARY

Our team of Google Ads specialists helped NZ client drive high-quality traffic, boost conversions, and maximize ROI through strategic ad campaigns at a small budget.

Team Upreports leveraged its extensive Google Ads experience in keyword optimization, audience targeting, ad copy creation, bid management, and performance tracking to deliver measurable results in less than 3 months.



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