

9000+ Tow Booking Calls, Clicks, & Leads Over the Year

Service rendered: Google Ads
management

Client industry: Towing & Recovery

 Upreports

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CLIENT OVERVIEW

The client operates a towing and recovery business in Brisbane, Australia offering towing for cars, trucks, and machinery.

The client wanted to generate consistent calls daily from Brisbane locales and businesses to keep the tow fleet busy and profitable.

Team Upreports was engaged to dominate the competitive Brisbane tow industry.



PROJECT GOALS

The main objective of the engagement was to generate relevant calls and leads. Goals included:

- Increasing phone calls from Brisbane locales in need of towing services
- Targeting high-intent keywords with strong buying intent
- Optimizing campaigns to reduce wasted ad spend
- Improving click-through rate (CTR) and conversion rate



INITIAL ANALYSIS

Before launching the campaigns, our team conducted in-depth keyword research and industry analysis.

Key findings:

- Competitive local tow market
- Diverse range of tow services required dedicated campaigns.
- Critical nature of phone calls

Based on this research, we created a keyword strategy focused on high-conversion search terms.



WORK APPROACH

We designed a Google Ads strategy to capture high-intent searches while keeping the costs low.

Key setup elements included:

- Services-based campaigns setup
- Aggressive targeting of popular keywords
- Conversion-focused ad copy
- Call extensions to encourage direct phone calls
- Proactive performance tracking and tweaks



WORK APPROACH

Because towing services are often needed urgently, we focused heavily on location and mobile targeting.

Key optimizations included:

- Targeting specific high-demand areas within Brisbane
- Deploying Customer Match lists and Call Assets
- Prioritizing ads during peak service hours
- Tailored ad schedule

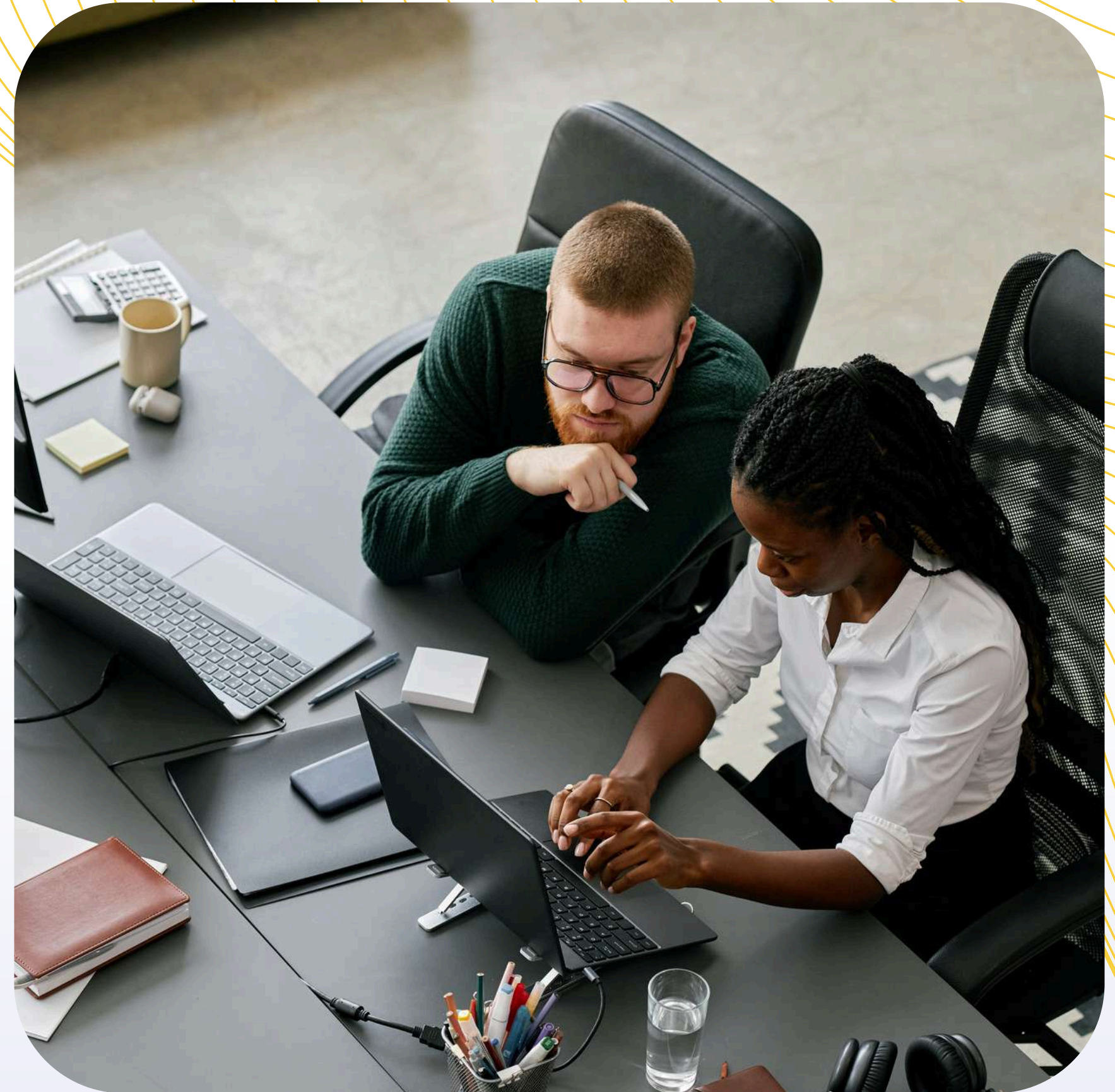
This allowed the business to connect with customers in real-time during emergencies.



WORK APPROACH

Once the campaigns were live, our team continuously monitored and optimized performance.

- Switching Maximize Clicks and Conversion priority
- Refining ad copy to improve click-through rate (CTR)
- Timely expansion of negative keywords list to prevent irrelevant traffic
- Quality score improvements
- Daily monitoring of campaigns



WORK RESULTS

Our Google Ads campaigns delivered a strong performance which improved month-on-month. Our proactive management and timely changes helped keep Cost Per Acquisition as per client guidelines. The following data represent year 2025.

The screenshot shows a Google Ads dashboard interface. At the top right, there is a date range selector set to '1 Jan - 31 Dec 2025'. Below this, there are navigation options: 'Home', '+ Add custom view', and a help icon. A blue button labeled '+ New campaign' is on the left, and a 'Download' button with a download icon is on the right. The main dashboard area displays four key metrics in a row: 'Clicks' (9.27k), 'Conversions' (1.81k), 'Cost / conv.' (\$3.87), and 'Cost' (a value that has been redacted with a black box). To the right of these metrics are icons for 'Metrics' and 'Adjust'.

Metric	Value
Clicks	9.27k
Conversions	1.81k
Cost / conv.	\$3.87
Cost	[REDACTED]

Note: Some data sets have been hidden to protect client privacy, ad strategy and data security



WORK RESULTS

The Google Ads campaign was planned, launched, and optimized throughout 2025 with a structured approach to maximize performance and lead generation.

We generated mileage from critical keywords and dominated the local market for most of the year.

Summary of how your keywords are performing

	Cost ▼	Phone calls ▼	CTR ▼
● tow truck near me	A\$8,730.00	423	9.39%
● towing near me	A\$8,240.00	419	7.09%
⊗ tow truck near me	A\$8,070.00	336	5.29%
● Tow truck	A\$6,100.00	296	5.18%
⊗ Tow truck	A\$5,100.00	256	4.10%

Note: Some data sets have been hidden to protect client privacy, ad strategy and data security



WORK RESULTS

The Google Ads campaigns prioritized calls since client wished to get tow requests on phone call.

We generated calls mileage from critical keywords and also capitalized on Call Assets defined by the Ads platform.

Here's the most shown search ad.

The screenshot shows a mobile search ad for 'Brisbane Towing Recovery'. The ad includes a phone icon, the phone number '0438 155 555', and the text 'Ad Brisbane Towing Recovery'. Below this, there is a list of services: 'Affordable Tow Truck', 'Truck Brisbane Advanced Equipment & Highly Qualified Towing', '4WD & Off-Road Recovery', 'Machinery towing', 'Call Tow Experts Now', and 'Accident Towing'. The ad is displayed on a mobile device interface with a search bar at the top showing 'Most-shown search ads' and a filter for 'Towing Emergency (phone)'. Below the ad, a table provides performance metrics.

Ad	Status	Impressions	Clicks	CTR
	Enabled	64,445	4,887	7.58%

Note: Some data sets have been hidden to protect client privacy, ad strategy and data security



WORK RESULTS

To capture locations with high demand of tow jobs, we created dedicated location and suburb campaigns.

The same helped us to domainte specific locations and improve ad visibility for the same.

Summary of how your campaigns are performing

	Cost ▼	Conversions ▼	Cost / conv. ▼
● Towing Emergency (phone)	[REDACTED]	1,075.42	[REDACTED]
● Truck Tow [REDACTED]	[REDACTED]	668.58	[REDACTED]
● Logan City Campaign	A\$931.43	43.50	[REDACTED]
● Gold coast Campaign	A\$838.82	12.00	[REDACTED]
● Ipswich City Campaign	A\$521.68	11.00	[REDACTED]

Note: Some data sets have been hidden to protect client privacy, ad strategy and data security

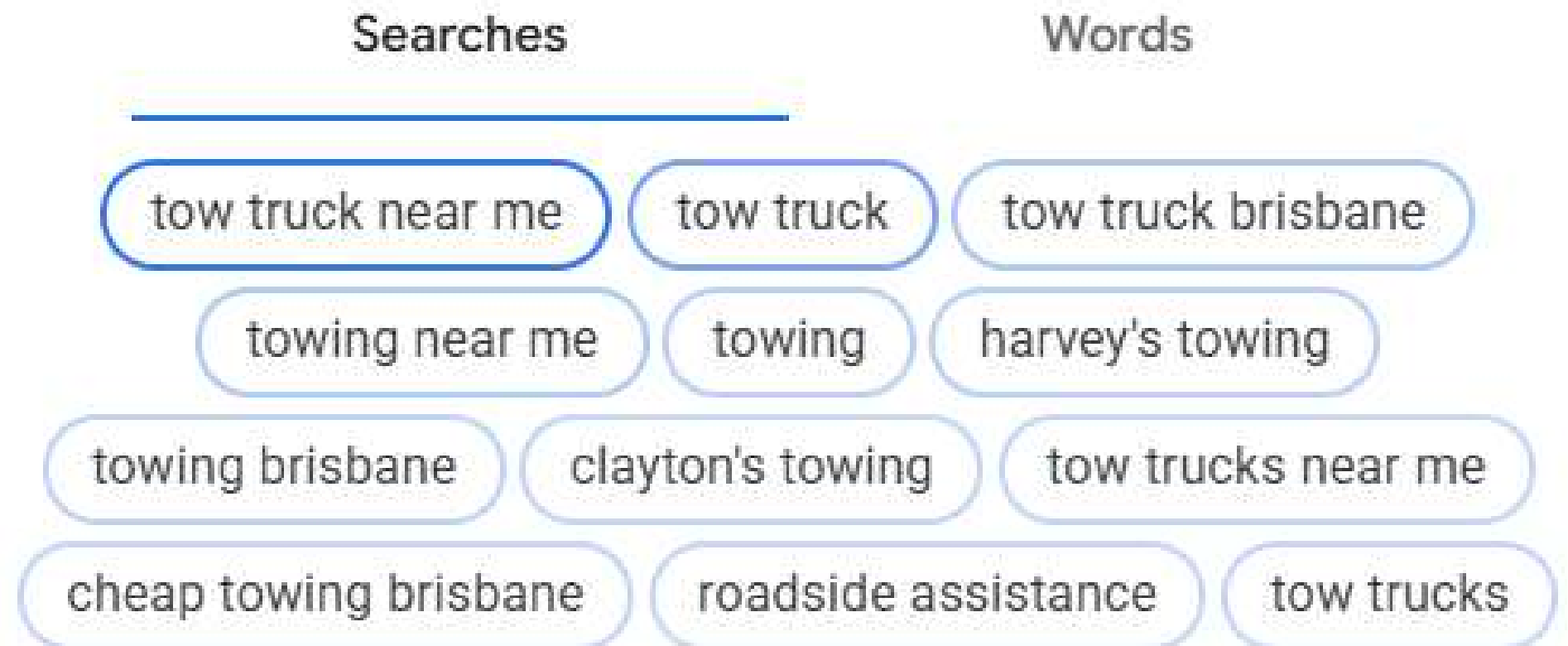


WORK RESULTS

By creating 8+ campaigns with unique goals, our team of Google Ads managers were able to rank for a diverse range of queries.

The same sent the client a regular flow of tow calls and inquiries.

Top searches and words within searches where people saw your ads



Note: Some data sets have been hidden to protect client privacy, ad strategy and data security



TEAM INSIGHTS

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

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



WORK REPORTS AND COLLABORATION

We shared regular updates with the client to ensure transparency and alignment. Reports shared included:

- Monthly calls and clicks snapshots.
- Daily performance tracking and fixes
- Weekly performance updates and ideas



PROJECT SUMMARY

By building a Google Ads campaign from scratch, we helped the towing company in Brisbane capture high-intent search traffic and generate consistent leads through:

- Strategic keyword targeting
- Comprehensive optimization
- Diverse campaigns and ad groups
- Continuous optimization

The campaigns delivered good value in terms of phone calls and measurable ROI.



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