



# DePalma Studios secures great leads via AdWords.

Google Partner JumpFly helps DePalma Studios—a Nashville-based agency specializing in user experience design and front-end development—reduce CPA and CPC while increasing brand awareness.



 **48%**  
increase in CTR

 **32%**  
decrease in average CPC

 **28%**  
decrease in CPA

## Goals

- Build brand awareness of the seven-year-old, veteran-owned agency as expert developers of scalable software and drive leads from a target market of enterprise companies.
- Drive cost per acquisition (CPA) down 25%.
- Show the value of outside campaign management and AdWords to DePalma's executive team.

*"Everyone on our executive team has bought into the benefit of AdWords."*

-Jordan Schneider, VP of Marketing, DePalma Studios

## Results

- JumpFly created three new AdWords campaigns, drastically expanding their keyword lists, and segmenting the budget based on the campaign to optimize for leads. In their first two weeks, DePalma secured three outstanding leads from enterprise-level companies, one of which became a client within 60 days.
- CPA fell by 28% (over \$240 per lead) while conversions increased 56%.
- JumpFly increased DePalma Studio's overall ad spend by 12%, resulting in a 66% increase in clicks, 48% increase in click-through rate (CTR), and 32% decrease in average cost per click (CPC).