



Burgex + JumpFly  
Midvale, Utah, USA · [www.burgex.com](http://www.burgex.com)

## JumpFly Paid Search Management Worked With Burgex Leadership Team to Improve Lead Quality

Headline  
Burgex Mining Consultants

Description  
Mining Consultancy Services — Trusted mining consultants & industry experts for over a decade. Request a free estimate! Comprehensive mining consulting services with unmatched expertise and fast turnarounds.



### The challenge

Burgex and JumpFly aimed to see **healthier lead quality** from Google Ads campaigns, while **maintaining historical lead volume** and spend efficiency. The conversion action needed to be restructured, meaning historical comparison would be limited. Simply collecting and optimizing based on spend and conversion costs wasn't going to be enough to improve the qualitative performance of leads post conversion.

### The approach

The team determined that improving lead quality needed to begin and end with a **reimagined keyword list** -- the bedrock of the Search campaigns -- and a simplified conversion action. JumpFly and Burgex's teams **worked together to build this new list** tailored to the nuances of their industry. The legacy campaigns were phased out in a time frame that allowed the **new campaigns to generate new algorithmic learning**, while gradually shifting spend from the legacy campaigns, until they were shut off entirely.

### The results

After implementing a new keyword list and a bottom-of-funnel conversion action, Burgex's Google Ad campaigns saw a **1260% increase** in conversion rate and a **26% decrease** in conversion cost.

Between December 2024 and May 2025, over a period of six months, Google Ads has achieved and raised the **highest conversion rate** in the history of the account, every month, while improving the quality of leads post-click.



“Burgex is a joy to work with and we developed a strong relationship out of the gate, facilitating discussion about a new campaign structure, which significantly elevated their lead quality.”

—Austin Kroll, Account Manager, JumpFly

#### Featured solutions:

##### Audience:

- › Similar Audiences
- › Display Remarketing
- › Search Remarketing
- › YouTube Remarketing

##### Attribution:

- › Data-Driven Attribution

##### Automation:

- › Target CPA
- › Target ROAS
- › Maximize Conversions
- › Enhanced CPC
- › Dynamic Search Ads
- › Dynamic Remarketing
- › Performance Max Campaign

# 1,260%

Increase in paid search conversion rate\*

# 26%

Improvement in cost per qualified lead\*

\*between December 2024 and May 2025