True Impact
media buying platform

True Impact Media + JumpFly
Austin, TX, USA · trueimpactmedia.com

JumpFly Paid Search Strategy Leads to Improved Lead Quality, Significant Revenue Increase



JumpFly | Google Ads

The challenge

True Impact Media, an **independent out-of-home (OOH) media-buying platform**, had been performing well with their Paid Search campaigns, but they were **looking to improve results** by getting **more efficient with their lead quality**.

The approach

Conversions were restructured to provide the platforms' algorithms with signals throughout the sales funnel. We set up a **conversion for contact being made** with submitted leads, **another for the demo being attended**, and other steps including purchases. **Each step was assigned graduating values.** This allowed us five more weight to leads the further down the funnel they progressed.

Since their CRM doesn't have a direct integration with Google Ads, we **created a Google sheet for the client to upload the GCLIDs**, date that leads reached each conversion step, and value of any deals. The sheet is uploaded each night on an automated schedule. The paid search campaigns were also **changed over to Maximize Conversion Value bidding**.

The results

True Impact Media **matched its 2025 revenue mark by the end of May 2026**. We implemented the conversion change in the last days of 2025. While overall leads fell 12 percent between Q1 and Q2 2026, **successful contacts were up 80 percent** and the **number of RFPs started increased by 61 percent**. Not only were we driving **higher-quality leads**, but we **reduced the number of irrelevant leads**, saving time for the sales team.



"The conversion import work has been the smartest project we've done this year. Quarter over quarter, we're down on overall form fills, but up on quality conversions. Less noise, much more signal. "

—Q Beck, President, True Impact Media

Featured solutions:

Conversions:
- Offline Conversions
- Full-Funnel Conversions
- CRM/Offline Data Integration

Automation:
- Maximize Conversion Value
- Value-Based Bidding
- Automated Conversion Uploads

Attribution:
- Data-Driven Attribution

80%
Increase in successful contacts*

61%
Increase in RFPs started*

****Comparing Q2 2026 to Q1 2026***