

# BrandRocket Case Study #53

## Franek Technologies increases conversions by 756%



Franek Technologies is a leader in power protection systems. They specialize in providing complete UPS systems for laboratory equipment for analytical, diagnostics, forensic, life science, pharmaceutical and biotechnology instrumentation systems applications.

### The Challenges

Franek Technologies came to BrandRocket with a simple goal - increase conversions and grow sales. The company was locked in a contract with another agency which was overcharging for remarketing ads. Franek had tried Google Ads in the past, only to end up wasting thousands of dollars with little in return.

### How We Did It

As a niche product for laboratory equipment, we invested a considerable amount of time researching their unique keyword universe in order to better understand the commercial viability behind hundreds of search patterns. We then structured campaigns in a way to optimize full-funnel targeting, utilizing isolated and exploratory search campaigns, combined with display remarketing and ads targeting competitor URLs. We maximized bids around the very best keywords, ensuring proper page position to drive revenue and growth.

### The Results

Within months, the Franek account went from wasting thousands of dollars to delivering high quality leads for their sales team. In month three, we were told that we might have to turn off the ads because the company was having difficulty keeping up with demand. Thankfully, Franek was able to adjust and we continue to deliver high quality leads month after month.

## The Results

↑ **756%**  
Increase in conversions (form submissions)

↑ **482%**  
Increase in phone calls

↑ **3.6%**  
Increase in average CTR

↓ **49%**  
Decrease in cost per conversion

Ready to create your own success story? Contact us today!

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