

Exceeded Google Ads Goals by 3rd Month of Management



Wedmont Private Capital are fiduciary advisors on a mission to change the way that high net worth investors receive and pay for sophisticated financial advice.

The Challenge

Wedmont wanted to use Google Ads to generate at least 15 booked phone calls per month for < \$1,000 per lead, all within an extremely competitive nationwide industry blanketed with difficult to distinguish ads. After missing this goal for most of 2022 with their current agency, they decided to switch to Prometheus PPC.

Our Approach

After fixing their inconsistent conversion tracking, we took a stabilizing approach to calm their floundering ad spend and place a clear focus on their core keywords and audiences. After showing early success we gradually expanded to test broader queries and competitor targeting, keeping & enhancing elements that worked.

Business Results

- Met cost per lead goal of < \$1,000 from the 1st month of management
- Met total lead goal of > 15/month from the 3rd month of management
- Have achieved > 20 leads @ < \$600 per lead consistently since the 4th month
- Sustained maximum ad coverage with careful maintenance of ad compliance



“ *Prometheus has been a pleasure to work with. We're thrilled with their results and service. A+!* ”

- James Pelletier, Co-Founder, Wedmont Private Capital, www.wedmont.com

