

Case Study: Jewelry Buying Company

Turning an Unprofitable Google Ads Account into a Consistent Driver of Store Traffic

Client Overview

This jewelry company specializes exclusively in purchasing valuable items from local customers, including:

- Gold
- Silver
- Diamonds
- Watches
- Fine Jewelry

Primary Goal: Generate phone calls and increase in-store visits from people looking to sell jewelry and precious metals for cash.

The Challenge

Before partnering with us, the business relied heavily on word-of-mouth referrals and self-managed Google Ads campaigns.

Over the course of approximately one year, the company spent more than **\$22,000 on Google Ads** with very little measurable return. The account lacked proper conversion tracking, keyword targeting was inefficient, and a significant portion of the budget was being spent on searches that were not aligned with the business's goals.

The objectives were clear:

- Rebuild the Google Ads account from the ground up
 - Implement accurate conversion tracking
 - Eliminate wasted ad spend
 - Generate more phone calls
 - Increase in-store traffic
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The Strategy

Google Ads Account Rebuild

We completely restructured the account using a combination of:

- Search Campaigns
- Performance Max Campaigns

Both campaign types were designed to focus on high-intent users actively searching for places to sell jewelry, gold, silver, diamonds, and watches.

Offer Positioning

The messaging focused on immediacy and convenience:

"Sell your jewelry today and get cash the same day."

Optimization & Targeting

Our optimization process included:

- High-intent keyword targeting
- Detailed negative keyword implementation to reduce wasted spend
- Phone call optimization
- Direction request optimization
- Proper conversion tracking setup
- Ongoing campaign management and budget allocation

Rather than optimizing for clicks, we optimized for meaningful actions that directly impacted the business: calls, contacts, and store visits.

Results

April Performance

Conversion Metrics

- **331 Get Directions actions**
- **34 Phone Call Leads**

- **138 Contact Conversions**
- **Approximate Cost Per Conversion: \$6**

The business reported a noticeable increase in store traffic and inbound inquiries throughout the month.

Client Feedback

"The shop has definitely been busier and we're seeing more people coming in."

May Performance

Conversion Metrics

- **516 Get Directions actions**
- **15 Phone Call Leads**
- **254 Contact Conversions**
- **Approximate Cost Per Conversion: \$3**

Compared to April, May produced significantly more overall conversion activity while reducing the cost per conversion by 50%.

Client Feedback

"This was our best month ever considering the amount of traffic coming through the store."

The increase in direction requests strongly indicated growing local awareness and a larger volume of potential customers physically visiting the location.

Expanding to Meta Advertising (June)

After the success of Google Ads, we expanded the marketing strategy by launching Meta advertising campaigns designed to increase brand awareness throughout Long Island.

Meta Campaign Objectives

- Instagram Profile Visits
- Instagram Follower Growth
- Brand Awareness

- Get Directions CTA Campaigns

June Results (First 15 Days)

- **50,500 Impressions**
- **56 Get Directions Actions**
- **289 Instagram Profile Visits**
- **15 New Instagram Followers**

These campaigns are helping the company build long-term brand recognition while creating additional touchpoints that can influence future store visits and customer trust.

Performance Snapshot

Metric	April	May
Get Directions	331	516
Phone Calls	34	15
Contact Conversions	138	254
Cost Per Conversion	\$6	\$3

Meta Ads (June 1–15)

Metric	Result
Impressions	50,500

Get Directions 56

Profile Visits 289

Instagram Followers 15

Client Outcome

What began as an underperforming Google Ads account with more than \$22,000 in historical spend and little measurable return has evolved into a reliable source of local traffic and customer acquisition.

By restructuring campaigns, implementing proper tracking, and focusing on high-intent searches, we were able to generate hundreds of local actions each month at extremely efficient costs.

The addition of Meta advertising is now helping expand the company's presence throughout Long Island while driving additional awareness, profile engagement, and direction requests.

Most importantly, the client consistently reported increased store activity, stronger foot traffic, and record-breaking months after implementing the new strategy.

Key Takeaway

Local businesses don't need larger advertising budgets—they need better strategy.

By focusing on conversion tracking, high-intent traffic, optimized Google Ads campaigns, and complementary Meta advertising, this jewelry buying company transformed its marketing from a cost center into a scalable customer acquisition system.

Results:

- 847 Get Directions actions across April and May
- 49 Phone Call Leads
- 392 Contact Conversions

- Cost per conversion as low as \$3
- 50,500+ Meta impressions in the first 15 days
- Increased foot traffic and the store's best month on record
- A highly satisfied client with continued growth across multiple marketing channels