



CASE STUDY

# Expando Ads - Case Studies

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*Top clients with real results. No shortcuts*

SERVICE

Google Ads & Meta Ads

MARKET

Australia, UK, Pak



CASE STUDY

# Surrey Air

01

*From 11 conversions to 91.5 in 30 days — CPA slashed by 65%*

SERVICE

Google Ads — Search

MARKET

Australia

PERIOD

Oct 2025 — Jan 2026

# The Numbers

91.5

Conversions

Dec 14 – Jan 14

A\$36

Cost / Conversion

Down from A\$104

17.4%

Conversion Rate

Google Search

65%

CPA Reduction

Month-on-month

## 30-Day Month-on-Month Comparison

Metric	Previous Month (Nov 13 – Dec 13)	Current Month (Dec 14 – Jan 14)	Change
Spend	A\$1,141	A\$3,312	+190%
Impressions	4,469	12,973	+190%
Conversions	11	91.5	+731%
Cost / Conv.	A\$104	A\$36	-65%



Oct 1, 2025 – Jan 14, 2026 · A\$4,736 Spent · 104.5 Conversions

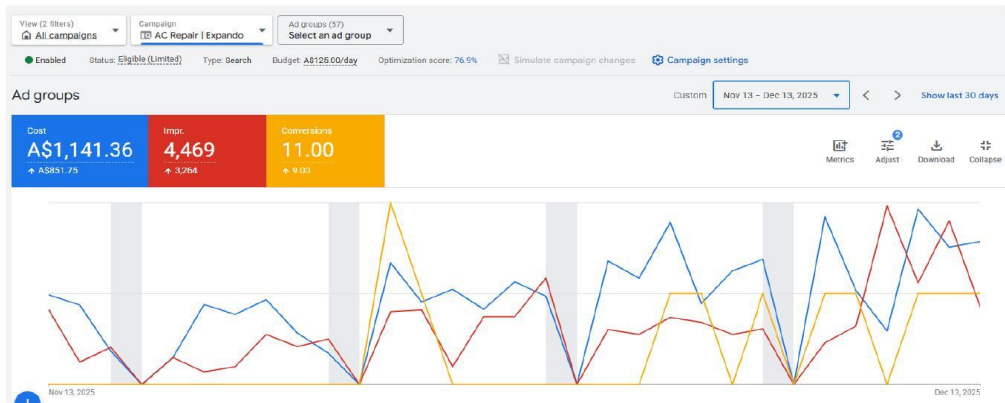
# Overall Google Ads Performance



Previous Month vs Current Month — same campaign, dramatically different results

PREVIOUS MONTH · Nov 13 – Dec 13

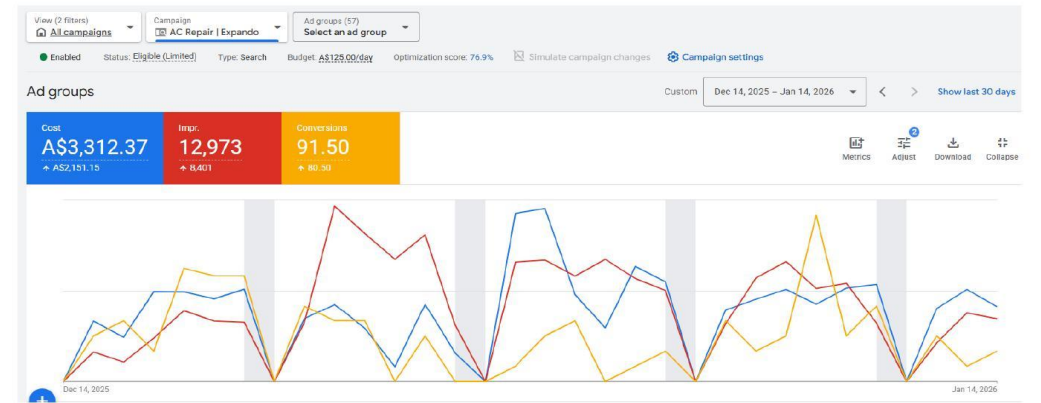
## Previous Month Campaign Overview



11 Conversions · CPA: A\$104

CURRENT MONTH · Dec 14 – Jan 14

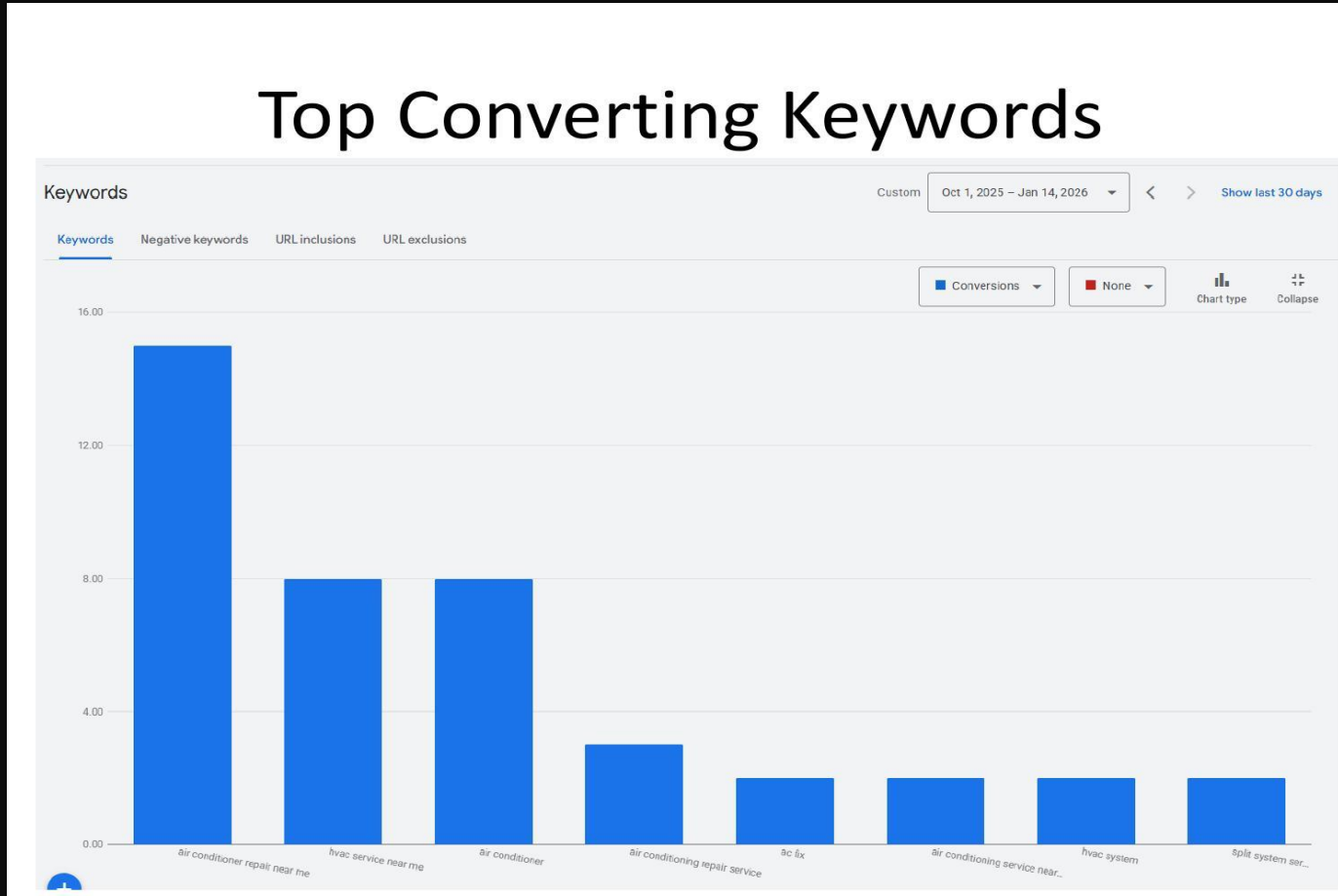
## Current Month Campaign Overview



91.5 Conversions · CPA: A\$36



# What Expando Did



## 01 High-Intent Keywords

Targeted 'air conditioner repair near me', 'hvac service near me' — keywords with buyer intent, not browsers.

## 02 Maximize Conversions Bidding

Switched to Target CPA bid strategy to let Google's algorithm find the most cost-efficient leads.

## 03 Budget to Winning Terms

Continuously reallocated spend to top-converting ad groups, cutting waste from low-performers.

## 04 57 Ad Groups Built

Granular ad group structure covering every service variant — AC repair, HVAC, split systems, same-day.



CASE STUDY

# FitnessDepot.pk

# 02

*160 campaigns · Rs 30.4M spend · 57M impressions over 2 years*

SERVICE

Meta Ads — Performance Marketing

MARKET

Pakistan

PERIOD

Aug 2021 – Sep 2023

# The Numbers

160

Campaigns Managed

Aug 2021 – Sep 2023

57.4M

Total Impressions

Across all campaigns

15.3M

Total Reach

Unique accounts

Rs 30.4M

Total Ad Spend

Managed by Expando

## Standout Campaigns

CAMPAIGN	RESULT	COST / RESULT	SPEND
Web Catalogue 11.11	106 website purchases	Rs 4,410/purchase	Rs 467,464 spent
Retargeting — Web Catalogue	17,450 link clicks	Rs 11.55/click	Rs 201,547 spent



## Account Overview

Off/On	Campaign	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
●	Calls Campaign   Expando   3 Jan 2023	Using ad set bud...	7-day click or 1...	Estimated call con... 2... Callback requests	109,632	319,953	Rs194.21 Per estimated call con...	Rs40,201.73	
●	American Fitness - Retarget Ads   Expando   31...	Rs1,000.00	7-day click or 1... Daily	Link click	—	—	— Per link click	Rs0.00	
●	TH4000 - Engagement   Expando   31.12.22	Rs1,000.00	7-day click or 1... Daily	Estimated call con... 4... Callback requests	166,528	390,785	Rs62.97 Per estimated call con...	Rs31,108.57	
●	Retargeting   Web Catalogue   Expando   3.12.22	Rs750.00	7-day click or 1... Daily	17,450 Link Clicks	15,684	591,625	Rs11.55 Per link click	Rs201,547.30	
●	Web Catalogue Sales New   Expando   11.11	Rs1,500.00	7-day click Daily	106 Website purchases	731,397	2,829,447	Rs4,410.05 Per purchase	Rs467,464.93	
●	Catalogue Sales - Web Catalogue by Expando ...	Using ad set bud...	7-day click or 1... Daily	—	83,105	126,308	— Per purchase	Rs16,432.44	
●	Catalogue Ads   Call   Expando   11.11.22	Using ad set bud...	7-day click or 1... Daily	Estimated call con... 4... Callback requests	157,919	274,201	Rs61.56 Per estimated call con...	Rs29,610.82	
●	Post: "*Upto 70% off*"	Rs100,000.00	7-day click or 1... Lifetime	60,167 Link Clicks	1,047,030	1,527,841	Rs1.66 Per link click	Rs100,000.00	
●	Post: "*Upto 70% off*"	Rs10,000.00	7-day click or 1... Lifetime	4,250 Link Clicks	162,975	192,085	Rs2.35 Per link click	Rs10,000.00	
●	Instagram Post: "To set-up your new gym with..."	Rs3,150.00	7-day click or 1... Lifetime	65 Link Clicks	3,114	3,121	Rs2.29 Per link click	Rs148.61	
●	Instagram Post	Rs2,520.00	7-day click Lifetime	— Link click	—	—	— Per link click	Rs0.00	
●	Post: "Jogway Fitness 4.0HP AC motor T19 Tr..."	Rs7,000.00	7-day click Lifetime	— Link click	—	—	— Per link click	Rs0.00	
<b>Results from 160 campaigns</b>				Multiple attrib...	—	15,336,992	57,406,335	Rs3,049,255.52	

## Retargeting Campaign

Campaign	CTR	Cost	Bid strategy type	Clicks	Conv. rate	Conversion	Avg. CPC	Cost / conv.
25.3.23	3.71%	PKR3,079.89	conversions	1,332	0.00%	0.00	PKR20.03	PKR0.00
TSE - Search Campaign - 1	10.73%	PKR26,566.00	CPC (enhanced)	304	0.00%	0.00	PKR87.39	PKR0.00
Search Lead Campaign 20-12-2023	4.40%	PKR12,006.00	Maximize conversions	133	0.00%	0.00	PKR90.27	PKR0.00
Lead Ad 21-12-2023	3.43%	PKR11,321.93	Maximize conversions	2,348	0.00%	0.00	PKR4.82	PKR0.00
Cleaning   Calls   Expando   29.10.22	7.94%	PKR5,091.19	Maximize conversions	22	0.00%	0.00	PKR231.42	PKR0.00
Search Campaign 23-12-2023	2.41%	PKR4,687.55	Maximize conversions	180	0.00%	0.00	PKR26.04	PKR0.00
Geyser Campaign   Calls   Expando   29.10.22	4.63%	PKR4,612.31	Maximize conversions	135	0.00%	0.00	PKR34.17	PKR0.00
Cleaning Campaign   Carpet   Sofa   Curtains	0.00%	PKR0.00	Maximize clicks	0	0.00%	0.00	—	PKR0.00
Total: All but removed campaigns in your ...		3.34%	PKR470,109.44	16,380	0.00%	0.00	PKR28.70	PKR0.00
Total: Account		3.34%	PKR470,109.44	16,380	0.00%	0.00	PKR28.70	PKR0.00
Total: Search campaigns		3.34%	PKR470,109.44	16,380	0.00%	0.00	PKR28.70	PKR0.00

### What Expando Built for FitnessDepot

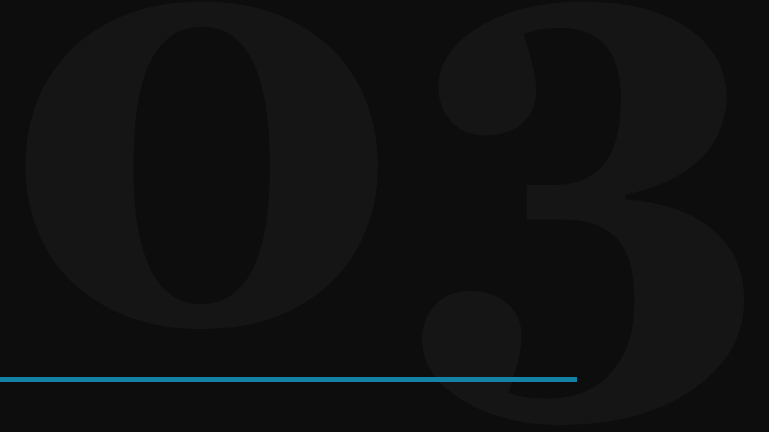
A full Meta performance ecosystem: catalogue sales, retargeting warm audiences, call campaigns, seasonal 11.11 & 12.12 events, and engagement campaigns — all running simultaneously across 160+ campaign iterations over 2 years. Every rupee tracked against results.





CASE STUDY

# Driver Medical Test



*62 qualified leads at £28 avg CPA · 12% CTR · Multiple service categories*

SERVICE

Google Ads — Lead Generation

MARKET

United Kingdom

PERIOD

Active Campaign 2026

# The Numbers

62

Total Conversions

Across active campaigns

£28

Avg Cost / Lead

AP Search campaigns

£21

Best CPA

D4 Medicals ad group

12%

Avg CTR

Across all ad groups

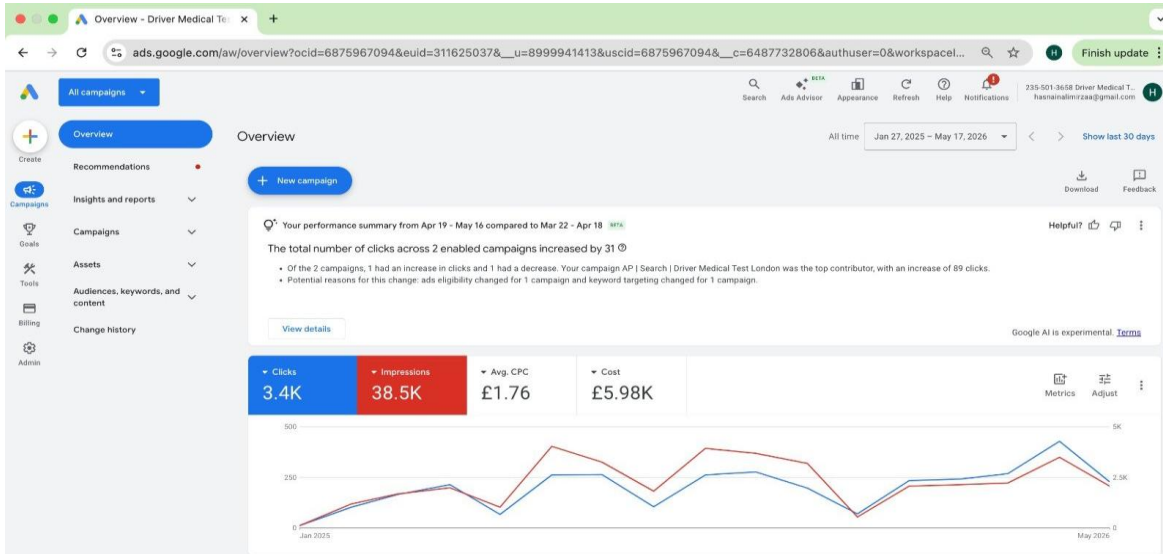
## Campaign Breakdown — Expando Campaigns Only

Campaign	Spend	Conversions	CPA	CTR
AP   Search   Driver Medical Test	£1,514	56	£27.04	11.52%
AP   Search   Driver Medical Test London	£239	6	£39.89	12.67%
<b>Total / Average</b>	<b>£1,753</b>	<b>62</b>	<b>£28.27</b>	<b>~12%</b>

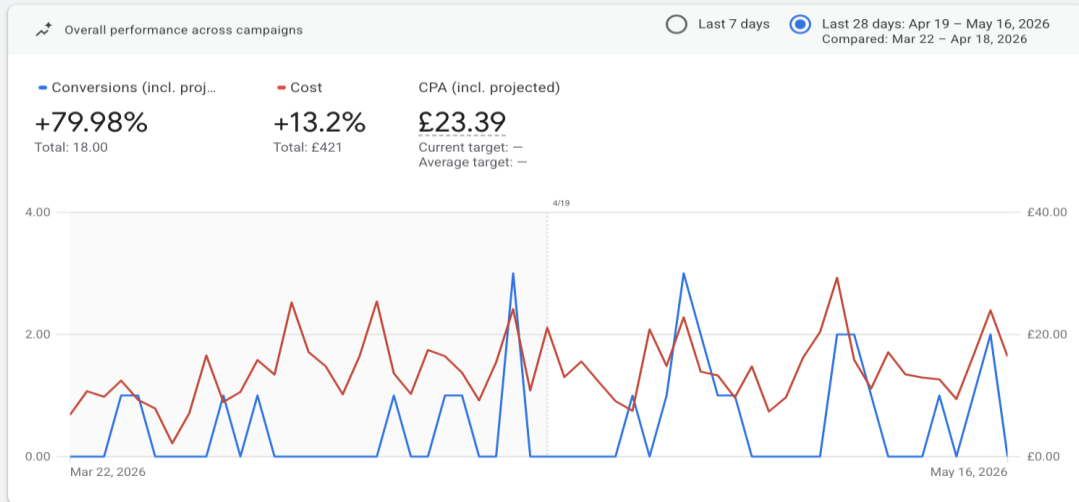
Best Performing Ad Group: D4 Medicals · 42 conversions · CPA £21.26 · CTR 11.60%



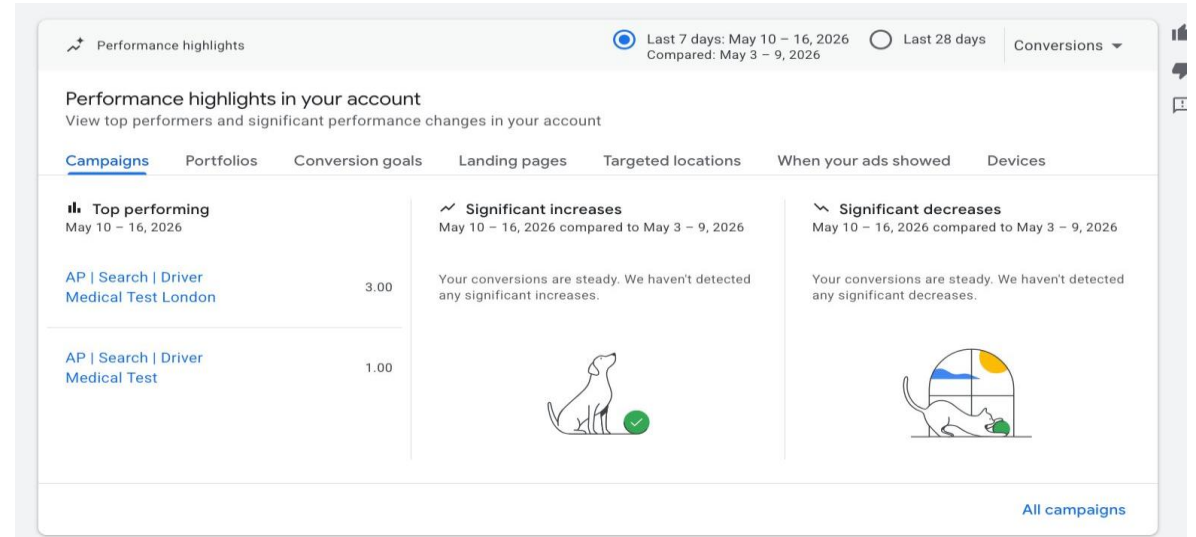
Active campaigns managed by Expando — real-time account view



Campaign Overview



28-Day Performance Trend



Performance Highlights

Conversion Goal	Campaigns	Primary conversion actions	Status	Action
Submit lead form	0 of 4	1	Active	<a href="#">Edit goal</a>
Phone call lead	3 of 4	1	Active	<a href="#">Edit goal</a>
Contact	3 of 4	1	Active	<a href="#">Edit goal</a>
Book appointment	4 of 4	1	Active	<a href="#">Edit goal</a>

Conversion Goals Setup



# Service-Level Targeting

Each medical service category has its own dedicated ad group with tailored keywords and messaging

AD GROUP	CONVERSIONS	CPA	CTR	STATUS
<b>D4 Medicals</b>	<b>42.83</b>	<b>£21.26</b>	<b>11.60%</b>	<b>Top performer</b>
<b>HGV / LGV Medicals</b>	7.50	£45.19	12.67%	Strong
<b>Taxi Driver Medicals</b>	5.67	£44.51	10.05%	Active
<b>Driver Medical Tests London</b>	6.00	£39.89	12.67%	Active





EXPANDO

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**Real campaigns.  
Real results.  
No vanity metrics.**

Google Ads · Meta Ads · Performance Marketing · E-commerce

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