

BRANDALLY CASE STUDY

Local Dog Training. Bookings at \$11.

How we rebuilt a training and daycare facility's ads: booking data wired into Google, PMax on Search and Maps, and Meta creatives owners actually feel.

CLIENT

Dog training & daycare facility

CHANNELS

Google Ads + Meta Ads

Who they are

A local dog training and daycare facility in a crowded market. Board & train, day training, and daycare, with every booking running through Gingr, their CRM.

Great operation, full program, real reviews. The problem was nobody new could find them. Competitors owned the map, and the ad account was working against itself.

What was broken

01

Fragmented campaigns

A pile of disconnected Google campaigns, each pulling its own direction. No structure, no learning.

02

Gingr data went nowhere

Bookings lived in the CRM. Google never saw them, so it had no idea what a paying customer looked like.

03

80% of budget on brand terms

Paying to catch existing customers who were just looking up their next booking anyway.

04

Invisible on Maps

High local competition, and they barely showed up as map ads or search ads where new owners look.

What we changed

1 Wired Gingr into Google

Fixed conversion tracking first. Every booking now teaches Google who to find more of.

2 Launched Performance Max

One campaign covering Search and Maps at once. For a local business, Maps is the storefront.

3 Went after non-brand search

A new campaign on what owners actually type: dog training near me, dog trainers, and more.

4 Layered Meta a month later

Creatives built on real owner frustrations took off locally. Brand searches climbed, and Meta began booking directly.

The numbers

1,240

Google conversions in 10 months

\$111.09

Cost per conversion

118

Meta training leads

\$35.37

Cost per Meta lead

315,264 local impressions at \$0.69 a click. Two ad engines, one flywheel.

Live Google campaigns

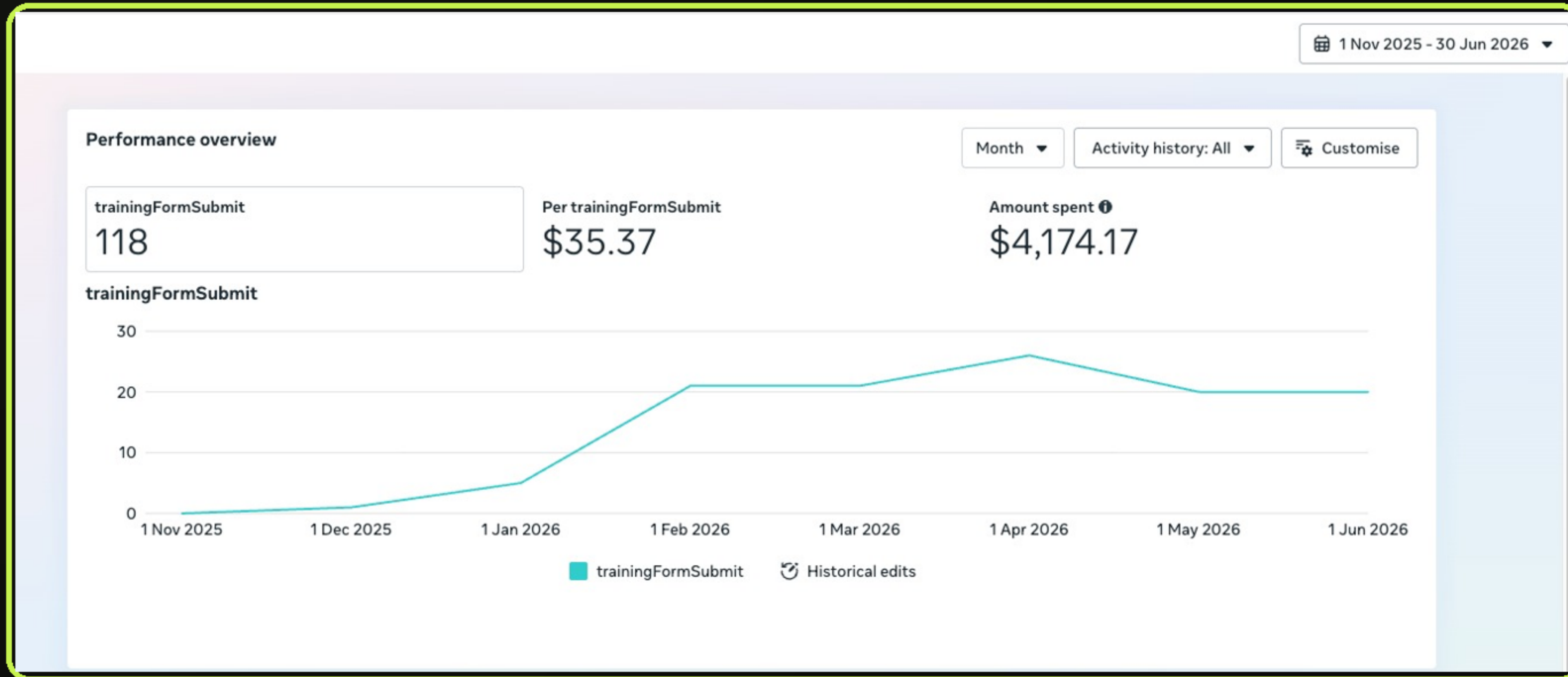


\$11.09 per conversion

19,906 clicks at \$0.69

6.31% CTR

Training leads on Meta



118 form leads

\$35.37 per lead

0 to 20+ leads a month

WANT SIMILAR RESULTS?

Get a free growth plan. We'll show you where local owners are slipping past you and what to fix first.

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