



About Website

Pop-a-lock is one of the locally trusted branches of the nationwide Pop-a-lock franchise, initially founded in 1993 as a 'car door unlocking company' providing complete security and locksmith services in the New Orleans region. The company, which specializes in automobile, residential, and commercial locksmith services as well as emergency lockout help, is well-known for its qualified assistance and quick response times.

Challenges

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Underutilized Budget

Despite allocating a decent daily ad spend budget, the campaigns were not reaching their full potential. The ads were failing to exhaust the daily budget due to low search volume and overly narrow audience targeting, resulting in missed lead opportunities.

Irrelevant Search Terms

In the initial campaign phase, we were getting some irrelevant traffic because of using keywords in "Phrase Match Type." This was a huge challenge as we were not able to use some of our most relevant keywords. This was also resulting in wasteful ad spend.

Solution

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Budget Optimization and Audience Expansion

We restructured the keyword targeting by expanding to include broader match types, long-tail keywords, and commercial-intent phrases. Simultaneously, we implemented responsive search ads and optimized ad copy to improve relevance and engagement, helping the campaigns utilize the full budget effectively.

Refined Negative Keywords Targeting

To deal with this challenge, we started analysing search terms reports for all our campaigns. After that, we added some irrelevant search terms to the list of negative keywords. This move helped our campaign to engage with relevant traffic and use our most relatable keywords for our PPC Campaign.

Result

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Budget Efficiency Increased by 65%

The optimized campaigns consistently reached their daily budget cap, resulting in more impressions and clicks from qualified leads.

Click-Through Rate (CTR) Improved by 40%

Targeted ad copies and relevant keyword expansion led to a noticeable jump in CTR, indicating stronger ad-user alignment.

20% Growth in Leads

Within two months, the client reported a significant uptick in quality leads from relevant users.

What We Have Done

For Pop-A-Lock New Orleans, we revamped their PPC strategy to better align with high-intent local searches and emergency-based services. We optimized keyword targeting, improved ad copy for urgency, and refined geo-targeting to focus on their core service areas. This led to increased call volume, stronger conversion rates, and more consistent lead flow across their 24/7 offerings.

Pop A Lock Report - Last 30 Days

Customer ID: 868-075-0569

Generated on: July 8, 2025

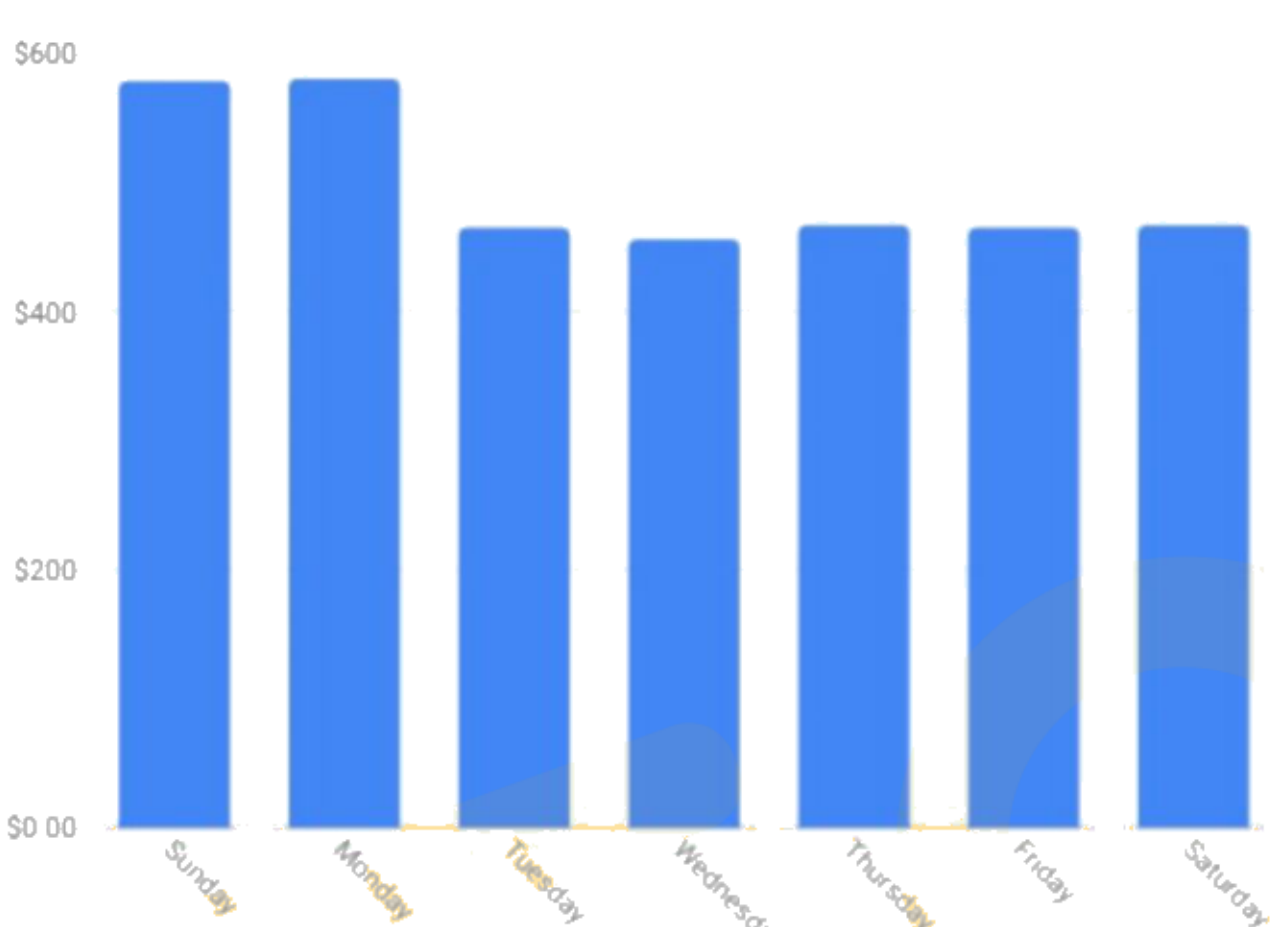
Overview

Last 30 days



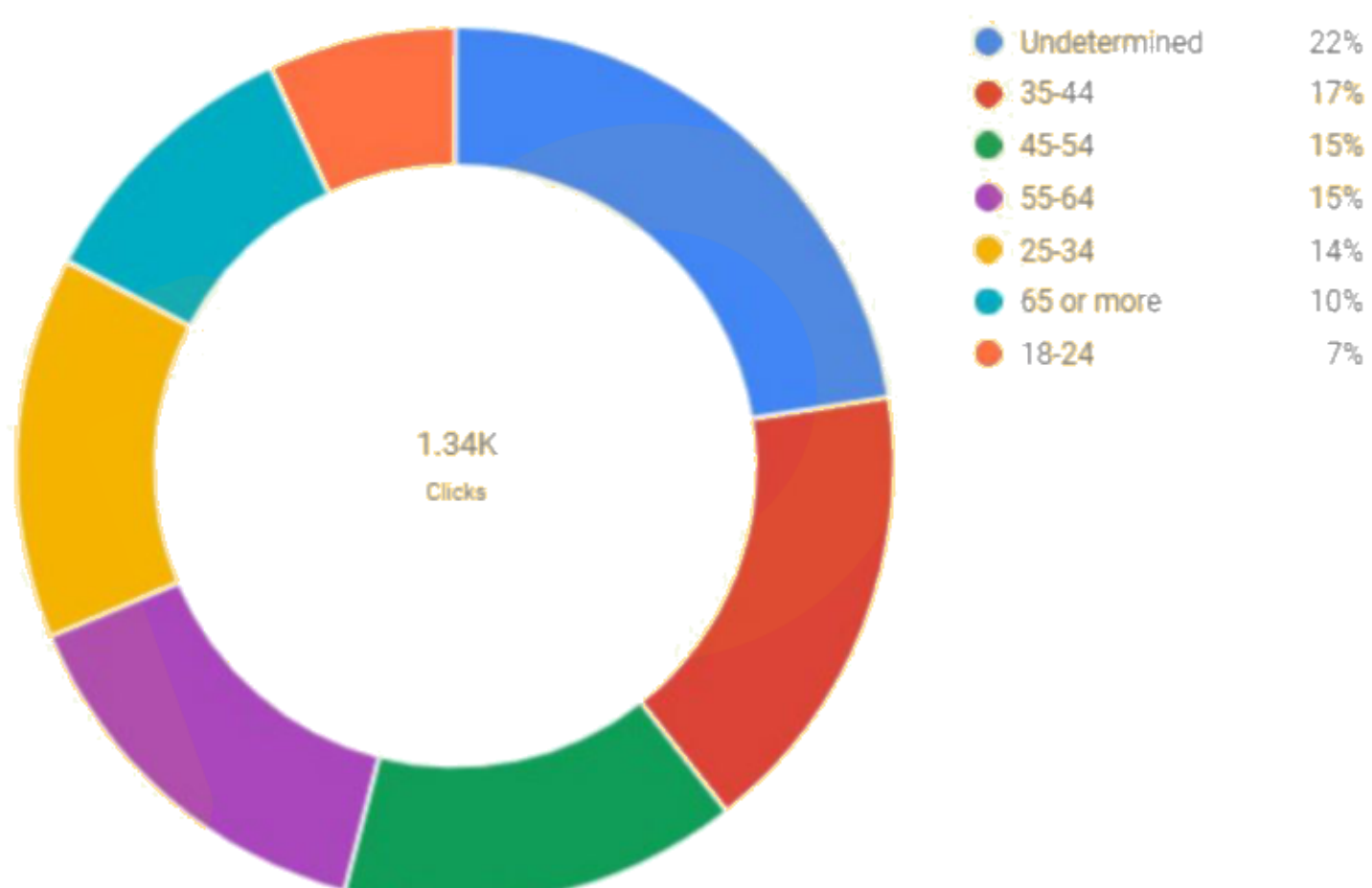
Cost by Days

Last 30 days



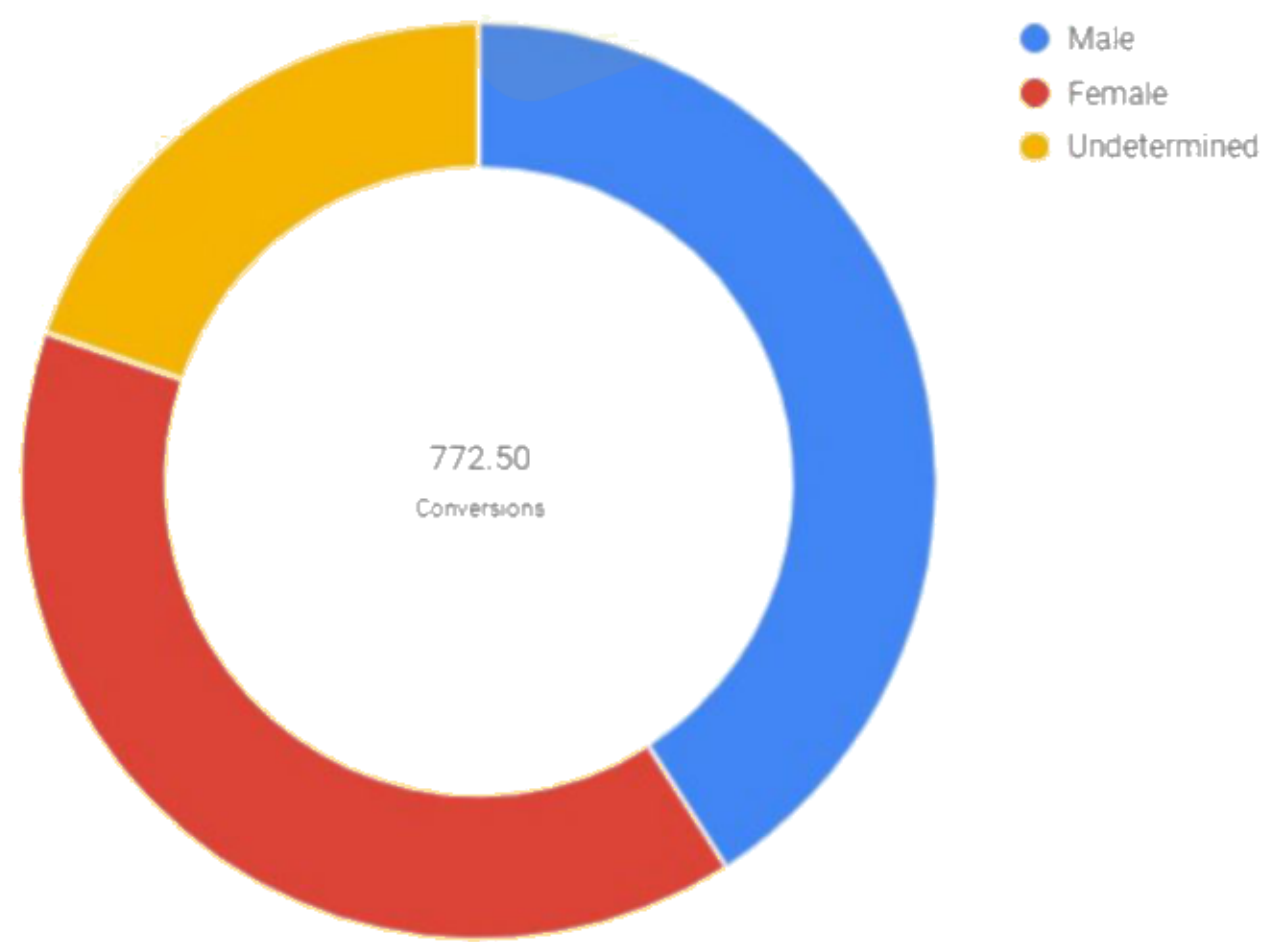
Clicks by Age

Last 30 days



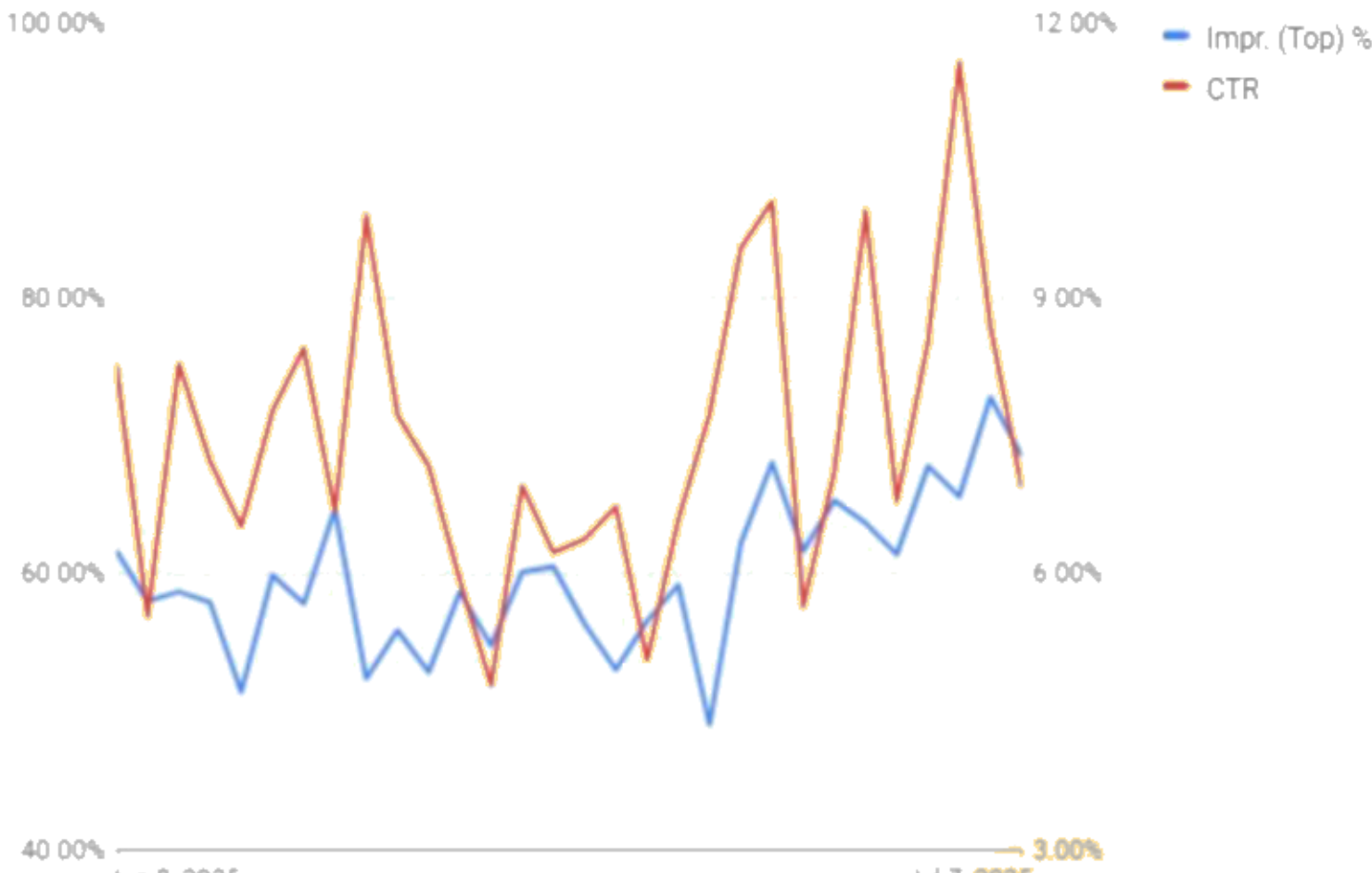
Conversions by Age

Last 30 days



Top Imp. & CTR

Last 30 days



Performance by Days

Last 30 days

Day of the week	Impr.	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
Sunday	2,889	222	7.68%	\$2.60	\$578.02	113.50	\$5.09
Monday	3,362	223	6.63%	\$2.60	\$579.69	139.00	\$4.17
Tuesday	2,340	174	7.44%	\$2.67	\$464.63	92.00	\$5.05
Wednesday	2,466	173	7.02%	\$2.63	\$454.93	101.00	\$4.50
Thursday	2,719	175	6.44%	\$2.66	\$465.62	88.00	\$5.29
Friday	2,518	177	7.03%	\$2.62	\$464.34	103.50	\$4.49
Saturday	2,255	199	8.82%	\$2.34	\$466.16	135.50	\$3.44
Total	18,549	1,343	7.24%	\$2.59	\$3,473.39	772.50	\$4.50