



90 Day Results:

**7,458%**

**Increase in Web Traffic**

**★ 19:1**

**ROI**

**374**

**Qualified Leads**

**208%**

**Increase in Engagement**

MdV Digital fostered long-term sustainable growth for BeachSide Detail - **IN 90 DAYS..**

## I OVERVIEW

With a college degree in hand, Christian Lepore, the owner of BeachSide Detail set out on his entrepreneurial journey. Christian launched BeachSide Detail to fulfill the increasing demand for convenient, professional, and trusted detailing services.

## I THE ISSUE

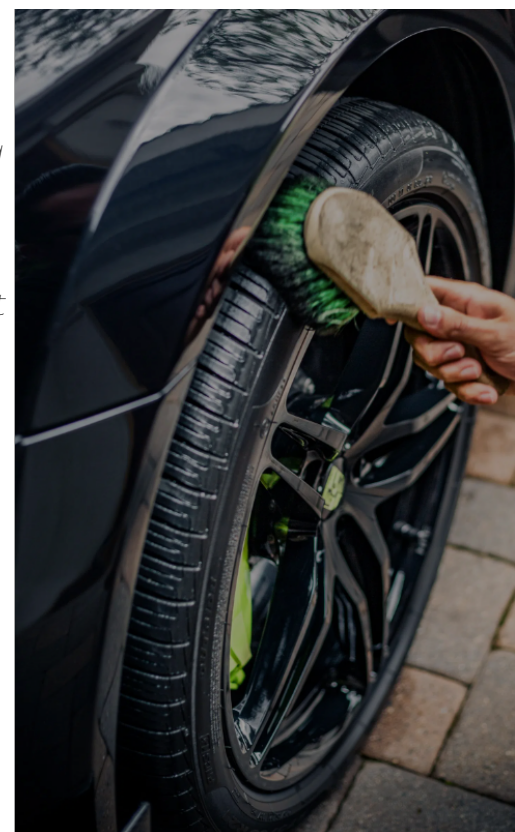
BeachSide was founded in beautiful Newport Beach, home to a multitude of exotic cars. The problem was people were having a hard time finding BeachSide to schedule services.

## I OUR STRATEGY

MdV Digital created a custom, three stage Google strategy for BeachSide to reach their target audience. During stage one, we focused on the audience. Testing keywords, banner creative, reviewing relevant search trends and identifying and optimizing pain points on the site. During stage two, we dove into the data, learning and optimizing from our tests. We optimized budgets, landing pages, specific keywords bids that drove qualified users to the site, and focused in on target zip codes. By the time we hit stage three, qualified leads were hitting the site and scheduling service appointments. We retargeted users, ran A/B tests to optimize user experience, and even optimized bids down to the time of day.

## I CONCLUSION

BeachSide continues to service the residents of Southern California. They have expanded their fleet of vehicles to accommodate the increased demand for their services. Christian even expanded his services and provides paint enhancement, PPF protection, clay bar treatment and services home windows and additional pressure washing jobs.



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