




# Emerge

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## HOW PARACORE HELPED INCREASE LEAD VOLUME AND DECREASE COST PER LEAD

### What challenges were Emmerge looking to solve?

Prior to working with ParaCore, Emmerge had been running paid ads that were producing a low volume of leads at an extremely high cost per lead. This forced the leadership team to reduce the PPC budget and begin to question if it's a viable path to growth.

Pain Points	ParaCore Solution	Results
 <ul style="list-style-type: none"><li>• Past agency gave little strategic direction.</li><li>• Cost per lead was far too high, forcing leadership to reduce their PPC budget.</li><li>• Lead volume was lower than desired.</li></ul>	 <ul style="list-style-type: none"><li>• Audited existing campaigns, eliminated poor performing audiences &amp; keywords to improve CPL.</li><li>• Conducted general &amp; competitor keyword research to find new keywords not being leveraged to improve lead volume.</li><li>• Designed fresh ad creative &amp; drafted new ad copy.</li></ul>	 <ul style="list-style-type: none"><li>• Increased lead volume 72% within three months.</li><li>• Decreased cost per lead by 60% within three months.</li><li>• For Google specifically, increased leads by 650% and decreased cost per lead by 90% in third month.</li></ul>

For more information, visit [www.paracore.com](http://www.paracore.com) or  
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