

How a fuel distributor turned three years of ad data into a 913% jump in conversions

CLIENT: OSCO OIL · MINOOKA & LEMONT, IL

+913%

MONTH-OVER-MONTH
CONVERSIONS

\$18.10 → 90¢

COST PER CLICK, MONTH
ONE

3 years

OF DATA BEHIND THE
LAUNCH

2:24

AVERAGE MINUTES ON
SITE

INDUSTRY

Fuel distribution

THIS CAMPAIGN

Google Ads strategy and management, Performance Max, landing pages, ad creative, sales funnel

EARLIER WORK

Website, photo and video, organic social on LinkedIn, Facebook and Instagram

THE CHALLENGE

OSCO Oil headed into a new year with bigger goals: stronger results without spending more. After three years of Google Ads, cost per click had held just above \$18. The account worked, and it was ready to scale.

OUR APPROACH

- 01** Blended three years of historical data with OSCO's readiness to scale.
- 02** Added Performance Max alongside search ads.
- 03** Refreshed the ad assets and optimized in real time.

WHAT CHANGED

The month Performance Max went live, conversions rose 913% over the month before. Cost per click fell from \$18.10 to 90 cents in month one, and visitors stayed on site 2:24 on average.



"Digitally Enhanced Marketing has been instrumental in promoting our business toward growth and new ventures. ... Most importantly, they measure the results! We change what we are doing if the results aren't what we expected."

MAUREEN MCGOVERN · PRESIDENT, OSCO OIL

Results from the first 3 months. Data from Google Ads.

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