

# Dispute & Radius Optimization for LSA

How to Slash 15% off Disputes in Google Local Service Ads & optimize your Radius!

We are committed to making sure our strategies match your goals



## Challenge

A moving company was facing issues with their incoming leads:

- They were experiencing a significant amount of wasted ad spend due to unqualified leads.
- They were aiming to optimize their radius setting.

## Action Taken

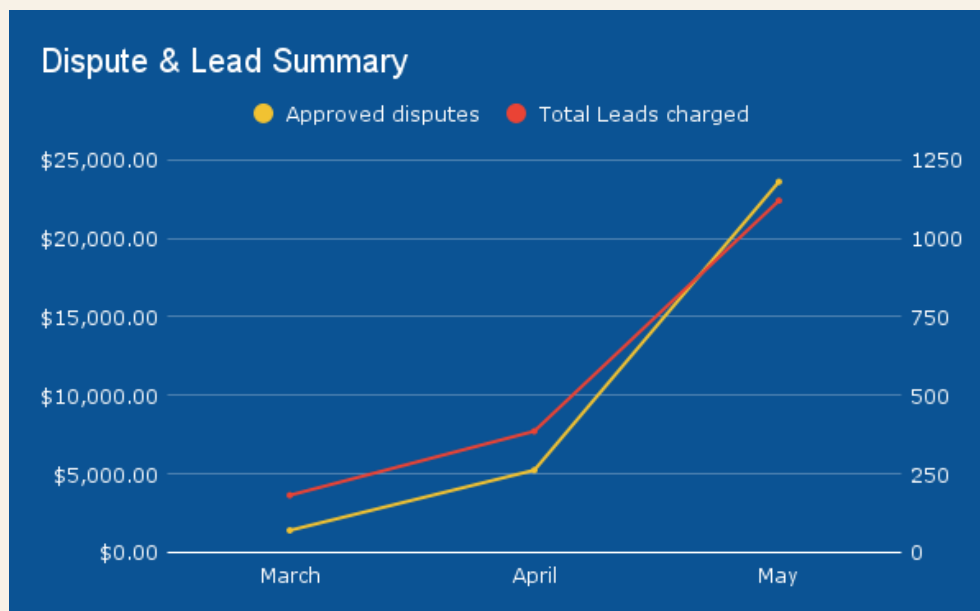
Armed with knowledge, Accelerate Marketing took immediate action to dispute these unqualified leads with Google & examined different radius ranges around their business location.

- The team conducted a thorough review of all the calls that they were getting to identify any that did not meet the company's criteria, such as location or service type.
- The team reviewed performance between different radius settings that had historically produced the highest number of leads in their service area.

## Clear Results

The results were remarkable! By closely examining lead quality, documenting evidence, and disputing unqualified leads, we were able to help our clients save money and improve their overall marketing efficiency. The optimized radius setting resulted in a significant increase in lead volume, by targeting areas more efficiently, they were able to convert a higher percentage of leads into paying customers.

In the first 30 days of working with Accelerate Marketing, leads tripled and the disputes increase by 50%!



### April 2023

- Total Leads: 386
- Total Charged Leads 276
- Budget spent \$17,247.99
- Credits: \$5,239.13
- Approved dispute (%):30.37%

### May 2023

- Total leads: 1,120
- Total charged leads 781
- Budget spent: \$58,111.02
- Credits: \$23,602.98
- Approved dispute (%):40.61%

Contact us if you are looking to get a higher ROI and grow your business  
[www.accelerateyourmarketing.com](http://www.accelerateyourmarketing.com)