



SKYROCKET INFLUENCE VISION TO VIRALITY

# Scaling EV Leads with Google Ads

How [Sokudo Electric Scooter](#) Generated 271 Sales Leads for Just ₹21,384

# Client in Focus: Sokudo Electric Scooter



## **EV Industry Leader**

Market segment: Electric vehicles – specifically electric scooters

## **Primary Objective**

Generate qualified buyer inquiries and sales leads while maintaining cost efficiency

## **Campaign Platform**

Google Ads with Search campaigns and Smart Campaign optimization

# Core Business Challenges We Addressed

## Qualified Buyer Inquiries

Targeting high-intent prospects actively searching for electric scooter purchases

## Online Visibility

Breaking through competitive EV market noise with strategic ad placement

## Cost Per Lead Reduction

Dropping acquisition costs below industry average through optimization

## Scalable Growth

Building efficient systems that support budget increases without performance loss

The EV market faced rising CPCs and intense competition, requiring performance-driven optimization and precise intent-based targeting to succeed.



# Strategic Campaign Architecture

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## High-Intent Search Campaigns

Targetted purchase-intent keywords like "electric scooter price" and brand-related search terms

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## Smart Campaign Optimization

Leveraged automated bidding with conversion-focused optimization and refined audience targeting

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## Funnel-Based Segmentation

Structured campaigns by purchase intent to match messaging with buyer journey stage

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## Continuous Refinement

Iterative testing of ad copy, negative keywords, and Smart bidding strategies

## Performance Results at a Glance

**151K**

### Impressions

Total visibility across Google  
Search network

**8,455**

### Clicks

High-quality traffic from  
targeted campaigns

**271**

### Conversions

Qualified sales leads  
generated

**₹21,3...**

### Total Spend

Digital advertising investment

# Deep Dive: Efficiency Metrics

## Critical Performance Indicators

Breaking down the numbers that matter for EV marketing success



### Click-Through Rate

8,455 clicks from 151,433 impressions demonstrates strong ad relevance in competitive EV market.



### Average CPC

₹21,384 spend ÷ 8,455 clicks shows extremely cost-efficient traffic acquisition



### Cost Per Lead

₹21,384 ÷ 271 conversions represents highly efficient EV acquisition cost



### Conversion Rate

271 conversions ÷ 8,455 clicks reflects good landing page and keyword alignment

# Optimization Techniques Deployed



## High-Intent Keyword Segmentation

Organized campaigns by purchase intent to match messaging with buyer stage



## Negative Keyword Filtering

Eliminated irrelevant traffic to protect budget and improve lead quality



## Ad Copy Testing

Continuously tested variations to identify top-performing messaging



## Location Targeting Refinement

Optimized geographic bids to focus on high-converting areas



## Smart Bidding Adjustment

Configured automated strategies to maximize conversions within budget constraints



## Budget Reallocation

Moved spend toward highest-performing ad groups and keywords



# Measurable Business Impact

## Increased Qualified Inquiries

Transformed anonymous traffic into 271 sales-ready EV buyer conversations

## Scalable Lead Generation

Built systems that support volume increases without proportional cost growth

## Optimized Spend Efficiency

Achieved ₹2.53 average CPC and ₹79 cost per lead in competitive market

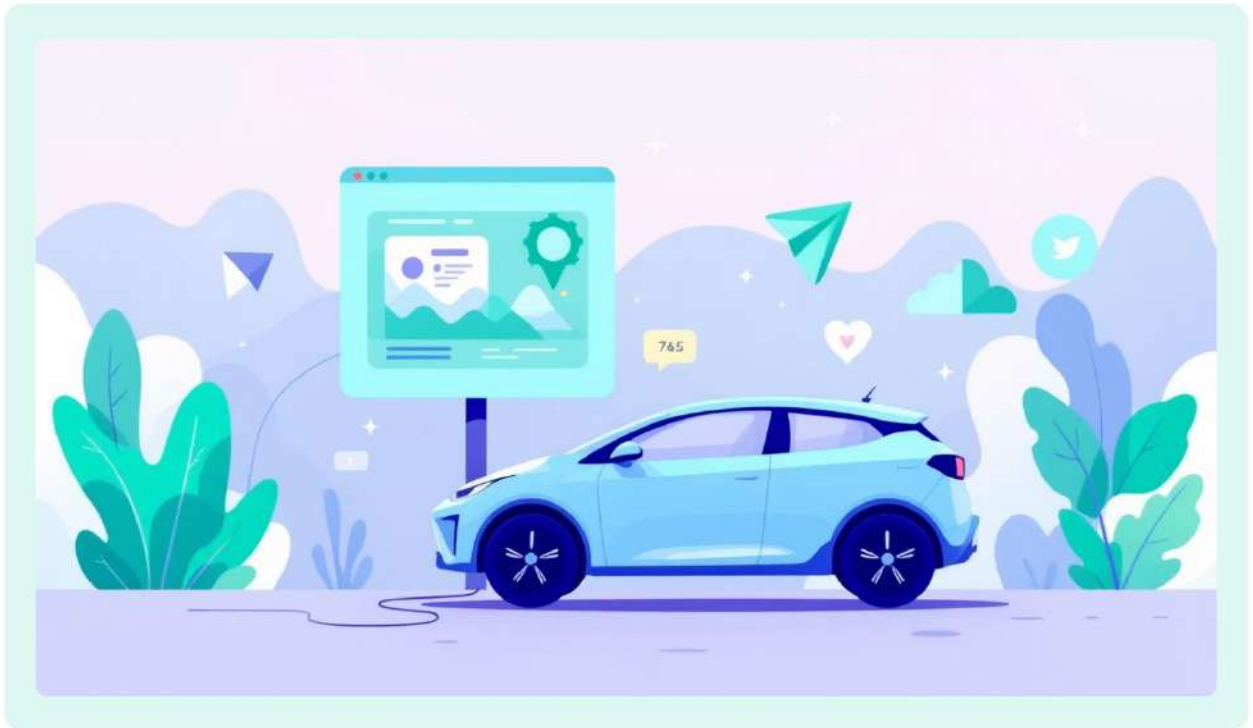
## Enhanced Brand Visibility

Generated 151K impressions to establish Sokudo Electric Scooter market presence

# Critical Learnings from the Campaign

## Key Takeaways

Insights that apply to your EV marketing efforts



### Price Keywords Drive EV Traffic

Buyers actively search "electric scooter price" and exact pricing queries—capturing this intent delivered qualified leads

### Location Targeting Improves Quality

Refined geographic focus reduces wasted spend and increases conversion likelihood

### Smart Bidding Requires Precision

Automated strategies perform exceptionally well with proper conversion tracking and goal configuration

### Negative Keywords Protect Budget

Aggressive filtering eliminated irrelevant traffic and improved overall campaign efficiency

# Want Similar Results for Your EV Brand?

This case study demonstrates **strategic Google Ads execution** delivering **271 conversions at ₹79 per lead** in competitive electric vehicle market. The combination of high-intent targeting, continuous optimization, and smart bidding created scalable, budget-efficient lead generation.



## Strategic Planning

Fundamental understanding of EV buyer behavior and search patterns



## Execution Precision

Meticulous campaign architecture and ongoing optimization



## Performance Focus

Data-driven decisions delivering measurable ROI

**Performance-focused Google Ads expertise can transform your EV marketing from cost center to growth engine.**

