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### The objective

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European Metal Recycling are one of the world's leading metal recyclers. They tasked us with helping them to expand their vehicle recycling programme, which is spread across the UK in various scrap yards.



### The challenge

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One of the primary challenges with scrap car recycling is the battle on price and how it can be influenced by supply chain and raw material prices. In order to get the maximum results, we worked with the client to better understand how we can stand out on the page and offer service elements which go beyond price, such as car collection.



### The platforms

As car scrapping has a relatively short research process, and is geographically limited - Google ads was selected as the best suited platform to driving high quality traffic to the EMR website.



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### The strategy

Due to the short research process, and highly price driven nature of the service our number one priority for the campaigns is maximum visibility in all geographies with a local yard which has capacity to take on more cars. One challenge which needed to be considered with our approach was the ability to reduce, or pause activity when a yard ran out of capacity for additional vehicles to avoid wasted budget and giving users a poor experience.

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### The tactics

Our campaign structure catered to the clients local inventory challenges. We chose to build campaign structures around each individual geography and group the different types of search as ad groups within them. This approach allows us to maximise data provided to campaign level AI optimisations, whilst also retaining the ability to pull back, push or even pause all marketing activities for individual yards as their needs and capacity changed.



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### The results

Despite the challenges of the pandemic, our work with European Metal Recycling helped them to increase overall monthly customer volumes by over 20x! Our geo-segmented approach allowed us to ensure budgets are only utilised for yards which have capacity and the increased efficiency this drove allowed us to be more aggressive in our presence in other market places, ensuring we were visible when users began their short research journey.

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Reduced cost per lead



Conversion rate



20x more cars per month



“ We use Clickoo for our Google PPC campaigns and find them to be professional, friendly, attentive, and always ready to offer advice and suggestions. ”



Digital Marketing Manager