

How AdMax Local Improved CPL by 50% for a National Music Education Brand

Industry: Music Education

Channel: Google Ads



Client Goal: Improve the efficiency and scale of Google Ads to boost lead submissions, grow enrollment, and lower acquisition costs.



A national Music Education franchise partnered with AdMax Local to scale trials and student enrollments across **340+ locations** by driving more qualified lead form submissions through **Google Ads**.



The Challenge

The Music Education franchise was working within a **highly fragmented Google Ads** setup. Each location had its own account, and every instrument category ran on a small, isolated budget. Budgets per instrument campaign were often too small to generate clicks or give Google enough data to optimize. This made it difficult for campaigns to acquire enough data to scale at a national level.

Bidding also lacked Google's real-time signals, leading to **higher CPAs** and **inefficient spend**. Budgets were manually assigned per location, causing campaigns to pause early and preventing spend from flowing to stronger markets. Combined with inconsistent GCLID capture and natural seasonality, the account struggled to achieve the efficiency and scale needed to support

enrollment growth across 340+ locations.

Key Challenges



Highly fragmented account setup with one CID per location and separate campaigns for each instrument



Budgets too small to spend, preventing campaigns from entering auctions or gathering data



Manual bidding that lacked Google's optimization signals



Inflated bids and high CPAs due to inefficient bidding and limited signal quality



Firm per-location budgets that caused campaigns to shut off early each day



Inconsistent GLID capture, limiting attribution and optimization



Seasonality swings that amplified performance volatility

The client needed a more modern, **unified approach** that could give Google the data it needed, allowing **budgets to flow to the best-performing areas**, and ultimately **deliver more leads** at a much **lower cost per lead**.



Our Strategy

AdMax Local rebuilt the Google Ads account structure focusing on consolidation, automation, and smarter allocation of budget and signals.

1. Consolidated Account Architecture

- Merged hundreds of isolated CIDs into a **single, unified account**
- Standardized structure to **two campaigns per location** (Brand +

Nonbrand)

- Organized Nonbrand campaigns with instrument-specific ad groups for **cleaner data and stronger learning**

2. Smart Budget Allocation

- Replaced firm per-location budgets with **shared budgets**, allowing Google to shift spend toward locations with stronger CPL efficiency
- Eliminated the issue of campaigns shutting off early due to low daily caps

3. Google Smart Bidding + tCPA

- Transitioned from manual bidding to **Max Conversions with target CPA** portfolio strategies
- Applied **bid limits** where appropriate (e.g., \$2 cap on Brand)
- Allowed **Google's 200+ real-time signals** to optimize bids more intelligently

4. Improved Targeting & Audience Refinement

- **Added audience segments** for deeper performance insights
- Maintained full keyword coverage to capture both adult and youth lesson intent, while naturally skewing toward parent-driven searches

5. Landing Page Optimization

- Shifted traffic from an independent Webflow page to a page on the client's main website; **helping their SEO while boosting landing page quality scores**
- Removed navigation and distractions to increase focus on the lead form capture

6. Creative & Keyword Enhancements

- Launched new **responsive search ads** with excellent ad strength
- Added image extensions and GMB profile links to boost CTR
- Reintroduced high-intent "music lessons" keywords previously paused due to CPL concerns

7. Smart Budget Allocation

- Ongoing search query refinement
- Budget reallocation toward underperforming instruments

- Ad copy improvements and negative keyword expansion
- Performance acceleration became noticeable in just **6 months**



Results

Over a **six-month optimization period**, the Music Education franchise saw measurable, scalable improvements across every major KPI.



Reduced CPL by ~50%
(from ~\$75 to \$41-\$45)



48.8% Lift in Leads
(January YoY increased from 4,282 to 6,373)



6.14% Increase in Lead Conversion Rate
(previously 5.67%)



49% Increase Monthly Spend
(compared to spend in Feb. 2025),
higher investment with significantly better efficiency



Enrollment Increase (January YoY increased from 675 to 801), growth aligned with higher lead volume

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I want to recognize the **incredible work AdMax Local** has done on our account. We are truly grateful to have a partner like you; one that doesn't just support our work, but genuinely feels like an **extension of our internal team**. Our collaboration is stronger than ever. From testing new strategies to implementing both large and small optimizations, your thoughtfulness and dedication helped **improve our presence on Google** and **strengthen our overall performance**. Your partnership, responsiveness, and commitment do not go unnoticed, and we deeply appreciate the impact you've made.”

— Head of Marketing, National Music Education Brand