

## ★ Client Success Stories — Hans Media Buyer (Hanzel Lacida)

Helping U.S.-based businesses scale profitably with precision Google Ads strategies.

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### 1. Behavioral Health Center

**Industry:** Addiction Recovery / Mental Health (U.S. Based)

**Challenge:** High cost per conversion and inconsistent lead flow

**Solution:** Full PPC campaign overhaul using Search, Call, and Performance Max

**Results:**

-  Reduced CPA by 48% within 30 days
-  Increased qualified call leads by 3x
-  Implemented precise call tracking using GA4 + GTM
-  Improved ad relevancy with compliant yet compelling messaging

*“Our admissions saw an immediate boost. Hans truly understands how to scale high-trust industries like ours.”*

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## 2. Security Retailer eCommerce Brand

**Industry:** DTC (Direct to Consumer, U.S. Market)

**Challenge:** Low ROAS despite strong product-market fit

**Solution:** Restructured Shopping Ads and implemented a full-funnel PMax campaign

**Results:**

-  Achieved **744% ROAS** in 60 days
-  Generated **\$265,000 in revenue** from \$35,600 ad spend
-  Integrated custom Looker Studio dashboards for real-time insights
-  Enabled scalable retargeting using audience segmentation

*“Hans’s performance blew our last agency out of the water. The numbers speak for themselves.”*

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## 3. Industrial Manufacturer

**Industry:** B2B Manufacturing (U.S. Based)

**Challenge:** High CPA and underperforming keyword structure

**Solution:** Implemented exact-match campaigns with competitive positioning

**Results:**

-  CPA reduced from ranges from \$300 to avg \$180
-  Conversions increased by 40%
-  Rolled out aggressive competitor conquest campaigns
-  ROAS increased by up to 20x or 2000%

*“We were shocked by how fast Hans optimized our account. Finally, a media buyer who treats our money like it’s his own.”*

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## 4. Emergency Services Company

**Industry:** Local Lead Generation (U.S. Based, Locksmith Services)

**Challenge:** High competition, spam leads, and low-quality calls

**Solution:** Set up call-only and click-to-call extensions, implemented negative keyword filtering

**Results:**

-  788 qualified phone calls in 30 days
-  Cost per lead: only **\$16.95**
-  Optimized ad schedule for peak call times

*“The volume and quality of calls improved instantly. Hans nailed the intent.”*

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## 5. Virtual Therapy Platform

**Industry:** Telehealth / Online Mental Health (U.S. Market)

**Challenge:** Low conversions due to broad targeting and generic messaging

**Solution:** Built niche-targeted ad groups (e.g., anxiety, trauma, OCD) with custom landing pages

**Results:**

-  Conversion rate increased by 22%
-  Lowered wasted spend through tight geo and keyword targeting
-  Improved session durations and user engagement

*“Hans gave our Google Ads a second life. We’re finally seeing ROI.”*

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## 6. Boutique Hospitality Brand

**Industry:** Hotels & Staycations (U.S.-based boutique chain)

**Challenge:** Post-pandemic booking drop-off & seasonal inconsistency

**Solution:** Built Search + Display hybrid campaigns targeting local and international travelers





**Results:**

-  Booking inquiries grew by 58% in Q1
-  Cost per booking decreased by 37%
-  Ads translated into 3+ languages for cross-border reach

*“We loved the global strategy Hans created—it captured both local and international demand.”*

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## Why U.S. Clients Choose Hans (Hanzel Lacida)

-  **Data-Driven Strategy:** Backed by U.S. market research, keyword intent mapping, and constant A/B testing
  -  **Advanced Tech Stack:** GTM, GA4, Looker Studio, SpyFu, Google Ads Editor, and more
  -  **High-Trust Experience:** Trusted by healthcare, B2B, and eCommerce brands in the U.S.
  -  **Cross-Country Capability:** Managed U.S. campaigns from multiple states with consistent results
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## **Work With Me**

If you're a U.S.-based eCommerce brand, B2B company, or service provider — your next growth leap starts with expert Google Ads strategy.

 **Book a Discovery Call:** <https://tidycal.com/hanslacida/hans-private-meeting-20-mins>

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★ **Let's turn your U.S. ad spend into measurable growth.**