

Taxi Service

Google Ads Lead Generation Case Study | Munich, Bavaria, Germany

OBJECTIVE

Calls & qualified leads

CAMPAIGN TYPE

Google Search Ads

MEDIA BUDGET

**€600/day |
~€18,000/month**

Campaign Strategy

Industry: Taxi service

Location: Munich, Bavaria, Germany

Date range: Apr 1, 2025 - Jun 1, 2026

Main goals: Phone calls and lead generation

Audience: All audience targeting, driven by high-intent local taxi searches.

Work completed

- Google Ads setup
- Keyword research
- Conversion tracking
- GA4 + Google Tag Manager setup
- Enhanced Conversions
- Negative keyword management
- Search-term optimization
- Bid and budget optimization
- Ad copy creation and testing

High-Intent Keyword Focus

• [Taxistand]	• [isarfunk]
• [Taxi isarfunk]	• [taxi in münchen]
• [isarfunk Taxi]	• Taxi München
• [taxi münchen nummer]	• [münchen taxi]
• Taxistand	• [taxizentrale münchen]
• [taxi Zentrale münchen]	• taxi Zentrale münchen

Strategy: Capture high-intent local taxi demand in Munich, including taxi central, taxi stand, airport-related and branded/local service searches, while using negative keywords, search-term reviews and bid optimization to improve lead efficiency.

Performance Highlights

Performance figures below are taken from the supplied Google Ads screenshots for Apr 1, 2025 - Jun 1, 2026.

47,029 Clicks	381,324 Impressions	13,839 Conversions
€33,808.48 Spend	12.33% CTR	€0.72 Avg. CPC
€2.44 Cost / Conversion	29.43% Conversion Rate	25,829 Phone Calls

Campaign-Level Results

Campaign	Conversions	Phone calls	Clicks	Conv. rate	Cost / conv.
Taxi München Zentrum	12,901.94	23,995	39,314	32.82%	€2.02
Taxi Airport	411.18	869	3,345	12.29%	€6.57
Taxi Flughafen	335.87	595	3,380	9.94%	€10.12
NEO Taxi München	164.00	316	813	20.17%	€9.09
Taxi Call	26.00	54	177	14.69%	€7.82

Optimization & Measurement

Tracking foundation

- GA4 + GTM conversion tracking
- Enhanced Conversions configured
- Phone calls and lead actions measured
- Performance evaluated using conversion rate, call volume and cost per conversion

Optimization work

- Search-term reviews and negative keywords
- Bid and budget adjustments
- Local high-intent keyword refinement
- Ad copy testing
- Ongoing Search campaign optimization around call and lead efficiency

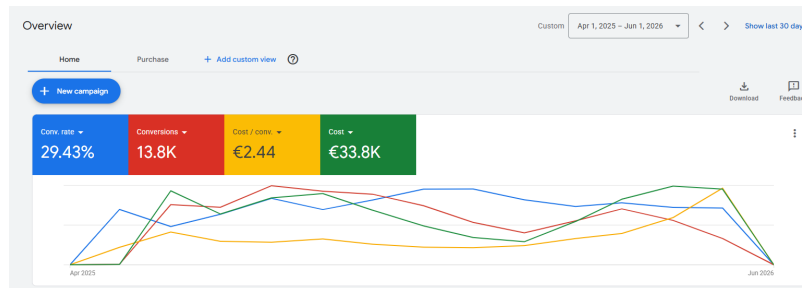
KEY RESULT

13,839 conversions and 25,829 phone calls were recorded in the supplied account report, alongside a 29.43% conversion rate and €2.44 average cost per conversion.

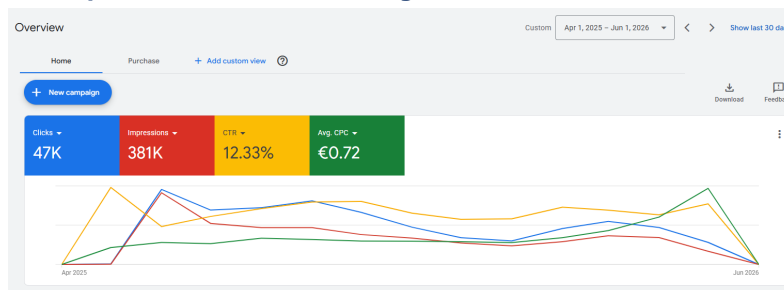
Google Ads Performance Proof

Screenshots supplied from the Google Ads account. They show the account overview and campaign-level performance used in this case study.

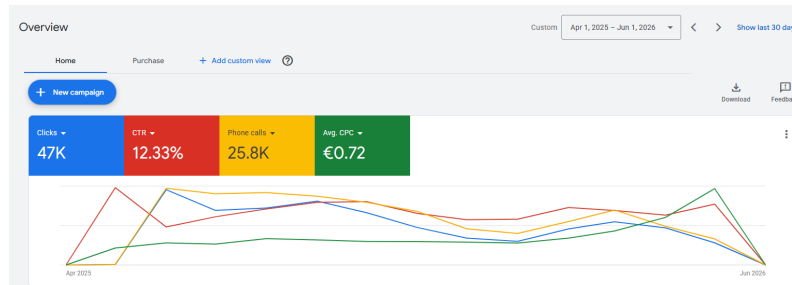
Account overview: conversion rate, conversions, cost per conversion and spend



Account overview: clicks, impressions, CTR and average CPC



Account overview: clicks, CTR, phone calls and average CPC



Campaign table: conversions, phone calls, clicks, conversion rate and cost per conversion

Campaigns													
Custom Apr 1, 2025 - Jun 1, 2026													
Campaigns Drafts Settings													
Add filter													
		↓ Conver	Conv. value	Cost / conv.	Impr.	Avg. cost	Cost	Campaign ID	Phone calls	Clicks	Avg. CPC	Conv. rate	Search top 10 (rank)
Drafts in progress: 3													
☐	☐	Taxi München Zentrum	12,901.94	12,901.94	€2.02	283,512	€0.66	€26,014.04	22613184144	23,995	39,314	€0.66	32.82%
☐	☐	Taxi Airport	411.18	395.18	€5.57	48,802	€0.81	€2,700.50	22614719490	869	3,345	€0.81	12.29%
☐	☐	Taxi Flughafen	335.87	333.87	€10.12	42,414	€1.01	€3,399.39	22624887343	595	3,380	€1.01	9.94%
☐	☐	NEO Taxi München	164.00	164.00	€9.09	5,452	€1.83	€1,491.20	23818262351	316	813	€1.83	20.17%
☐	☐	Taxi Call	25.00	25.00	€7.82	1,144	€1.15	€203.35	23672777501	54	177	€1.15	14.69%
☐	☒	Performance Max-1	0.00	0.00	€0.00	0	—	€0.00	23812767531	0	0	—	0.00%
Total: All but removed campaigns in your cur...			13,839.00	13,821.00	€2.44	381,324	€0.72	€33,808.48		25,829	47,029	€0.72	29.43%
Total Account			13,839.00	13,821.00	€2.44	381,324	€0.72	€33,808.48		25,829	47,029	€0.72	29.43%

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