

Big Tex Storage: Transforming PPC from Defence to Offence

When Big Tex Storage approached Centric, they were investing heavily in PPC but achieving the wrong kind of results. Over 75% of their budget was spent defending branded keywords, essentially buying back free traffic whilst missing opportunities to capture high-intent, competitive searches. This case study demonstrates how strategic restructuring doubled paid search customers and transformed PPC into a genuine growth engine.



The Challenge: Paying for Customers Already Owned

The Core Problem

Big Tex Storage's existing PPC campaign was generating high cost-per-lead by allocating 75% of budget to branded keywords that competitors weren't even bidding on. The business was essentially paying for customers it already owned through organic search and brand recognition.

As a trusted, locally owned Houston brand providing secure, climate-controlled storage units, Big Tex needed PPC to acquire *new* customers from competitive searches like "storage units near me" and "climate-controlled storage Houston".

The Objective

Execute a complete 12-month turnaround, measured through year-over-year seasonal comparison (July 2024 vs. July 2025) to account for the self-storage industry's highly seasonal demand patterns.



Peak Season: July through September represents the highest demand period for self-storage, making year-over-year comparison crucial for accurate performance measurement.

Boost Your ROI With Performance Marketing!

Strategic Approach: SEO + PPC Integration

Centric committed to a comprehensive strategy that would double paid search customers, lift total web-driven customer volume, and deliver significant gains with substantially lower average lead costs. The approach required fundamental restructuring across multiple dimensions.



Budget Reallocation

Reduced branded keyword spend from 75% to under 15%, freeing substantial funds for competitive, high-intent searches that drive new customer acquisition.



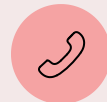
SEO Safeguard

Shifted branded searches entirely to organic channels, ensuring brand conversions were preserved without paid spend whilst maintaining visibility.



Granular Campaigns

Developed precise campaign structure segmented by location and intent, with ad copy and landing pages aligned to deliver urgent, benefit-led messaging.



Advanced Tracking

Implemented comprehensive call tracking and analytics to measure phone and web conversions separately, providing clear attribution across channels.

Boost Your SEO Potential Today!

Moving PPC to Offence: The Execution



Phase 1: Analysis

Comprehensive audit of existing campaign structure, identifying budget waste on branded terms and mapping competitive keyword opportunities across Houston market.



Phase 2: Restructure

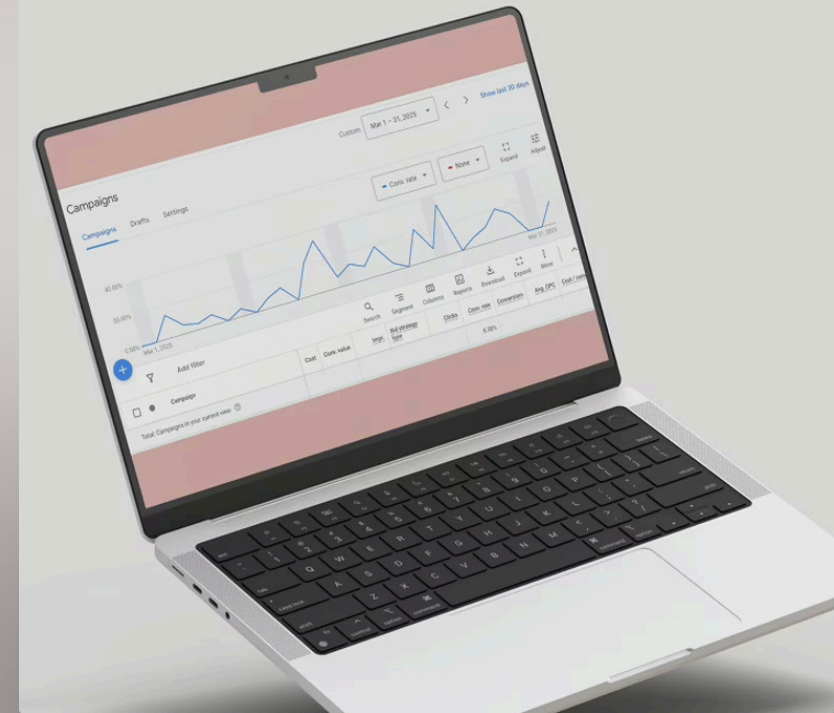
Complete campaign rebuild with location-specific ad groups, competitive keyword targeting, and benefit-focused ad copy aligned to user intent at each stage.



Phase 3: Optimisation

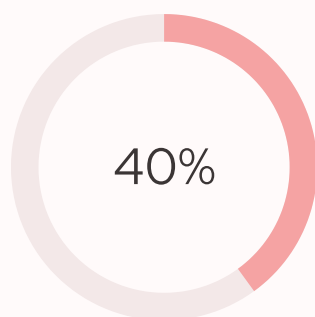
Continuous refinement through A/B testing, bid adjustments, and landing page improvements to maximise conversion rates whilst controlling costs.

Drive Growth with Digital Marketing!



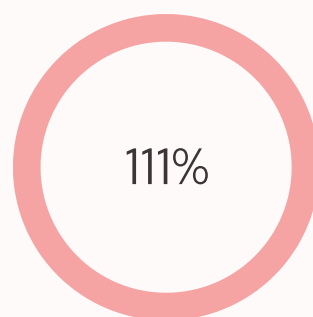
Remarkable Results: Doubling Efficiency Whilst Doubling Customers

Between July 2024 and July 2025, Big Tex Storage's transformed PPC strategy delivered exceptional results across every meaningful metric. The campaign proved that strategic reallocation could simultaneously improve efficiency and dramatically increase customer acquisition.



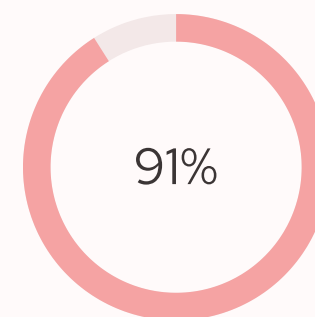
Visibility Increase

Dominant presence in competitive search moments, capturing high-intent customers at critical decision points.



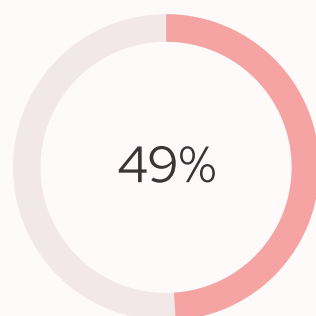
Phone Leads Growth

More than doubled, with nearly all leads originating from non-branded, competitive keyword wins.



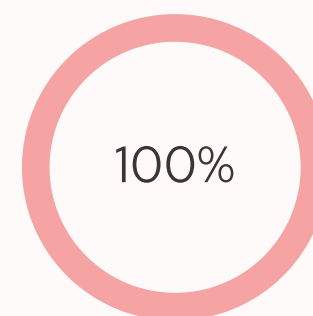
Online Bookings Surge

Every booking represented incremental growth, demonstrating true new customer acquisition rather than cannibalisation.



Cost Reduction

Cost per conversion dropped by nearly half—delivering twice the efficiency through strategic budget reallocation.



Customer Doubling

Paid search customers doubled entirely from new territory whilst brand leads remained strong through SEO.

[View Our Portfolio!](#)

The Bottom Line: Transforming PPC into a Growth Engine

"Total online customers jumped more than 50%, proving the channel had been turned into a true growth engine—all achieved with only a 7.5% nominal increase in advertising budget."

Strategic Victory

By moving branded searches to SEO and redirecting PPC budget to competitive keywords, Big Tex Storage achieved sustainable growth without sacrificing brand visibility or significantly increasing spend.

Efficiency Gains

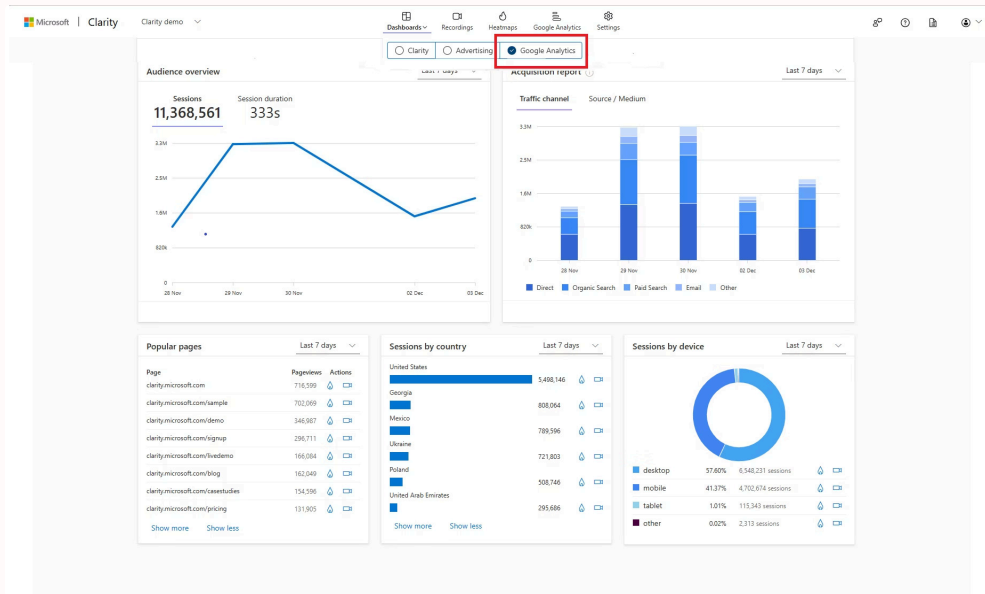
The 49% reduction in cost per conversion meant every pound invested worked twice as hard, delivering better ROI whilst simultaneously expanding market reach and customer base.

Sustainable Growth

With PPC focused on acquisition and SEO protecting the brand, Big Tex Storage established a scalable framework for continued expansion across the competitive Houston storage market.

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Services Delivered by Centric



PPC Campaigns

Comprehensive paid search strategy including campaign restructuring, keyword research, ad copy development, landing page optimisation, and ongoing performance management focused on competitive customer acquisition.



SEO Integration

Strategic organic search optimisation to capture branded traffic without paid spend, ensuring seamless coordination between paid and organic channels for maximum efficiency and market coverage.

Contact Us!



Ready to Transform Your PPC Strategy?

Partner With Centric

Centric specialises in turning underperforming campaigns into powerful growth engines through expert strategic integration and data-driven optimisation.

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