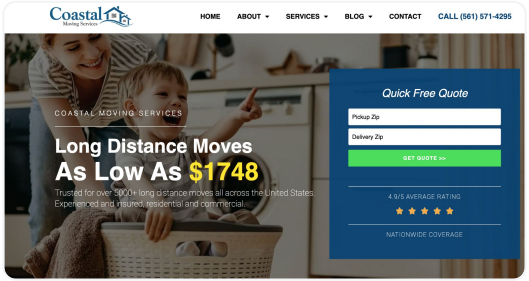
Coastal increased 88% long-distance conversions with AI Max activation

Coastal Moving Services

Stress-free, efficient moving planning
AMER - United States • coastalmovingservices.com

Agency Name: LGG Media



The Challenge

Coastal Moving Services and its agency required expert guidance on implementing AI Max and broad match strategies. While open to new AI solutions, the client had a specific operational constraint: the need to strictly maintain focus on "long-distance moves," filtering out lower-value local traffic. The team sought a method to test these features without disrupting core business performance.

The Approach

Coastal Moving Services prioritized data integrity, integrating AI Max and first-party data to supercharge marketing. It measured uplift via a pre-post analysis on its main campaign, optimizing directly to use historical data for "long-distance" targeting.

Partnering with LGG Media: It executed and evaluated these changes, validating success on a top campaign before rolling out account-wide.

The Results

By utilizing the pre-post framework to activate AI Max on its main campaign, Coastal consolidated budget and eliminated fragmentation. In just 45 days, Coastal drove an 88% uplift in conversions, 174% in clicks, and 104% in conversion value. Coastal now plans to deepen its investment in Google's AI-driven solutions.

> "AI Max enabled us to scale while strictly focusing on long-distance moves. By consolidating strategy, we achieved a 104% uplift in conversion value. It didn't just drive volume; it delivered the high-quality traffic we needed to grow."
>
> *Frank Law, President, Coastal Moving Services*

88% Conversions uplift

174% Clicks uplift

104% Conversion value uplift

Primary Marketing Objective

- Generate Leads

Featured Product Area

- AI Max for Search campaigns

LGG MEDIA Google Ads

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