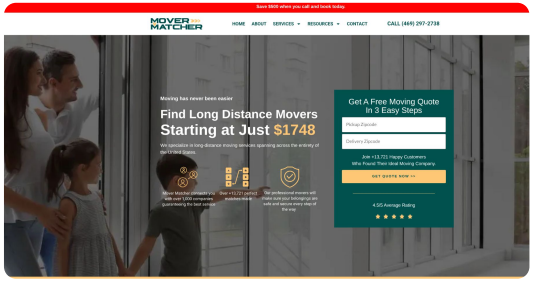
Mover Matcher drives 28.5% more leads for long-distance moves with AI Max

Matches customers with vetted long-distance moving services
AMER - United States • movermatcher.com

Agency Name: LGG Media



The Challenge

Mover Matcher, a U.S. relocation services broker focusing on long-distance moves, wanted to efficiently scale Search campaigns while adhering to strict return on ad spend (ROAS) targets. Initially relying on restrictive keywords, it was cautiously interested in testing AI solutions like broad match, needing to evolve without compromising its profitability goals. The central problem was finding a strategic way to capture high-intent, long-distance demand incrementally.

The Approach

Mover Matcher tested AI Max in combination with Smart Bidding (Target ROAS) on its campaigns. This integration used AI to discover relevant long-distance moving queries. Crucially, the tROAS bidding strategy ensured that the new, expanded coverage consistently met strict profitability targets, safely enabling scale focused exclusively on high-value, state-to-state move demand.

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

The Results

In 45 days, AI Max delivered significant growth. It drove a 71.9% uplift in clicks, resulting in a substantial 28.5% conversion uplift and a 27.4% uplift in conversion value. These results confirmed that AI Max successfully unlocked qualified, long-distance demand. Mover Matcher will continue using AI Max to accelerate scale while maintaining its strict ROAS.

> "Testing AI Max was the right decision. It delivered a major 28.5% conversion uplift by connecting us with high-value, long-distance customers, all while keeping our profitability targets firmly in place. This solution is crucial for our scale."
>
> *Kyle King, CEO, Mover Matcher*

29%	72%	27%
Conversion uplift	Click uplift	Conversion value uplift

Primary Marketing Objective

- Generate Leads

Featured Product Area

- AI Max for Search campaigns

LGG MEDIA Google Ads

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