

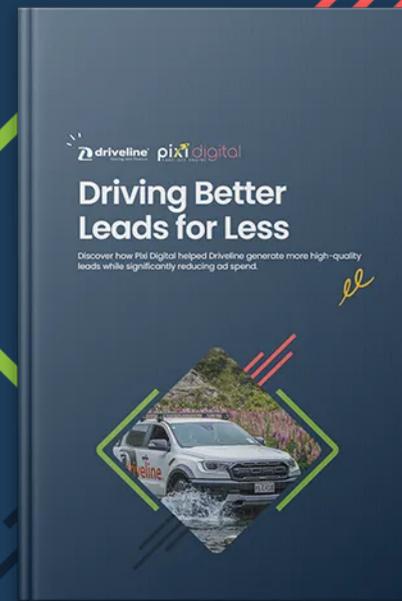


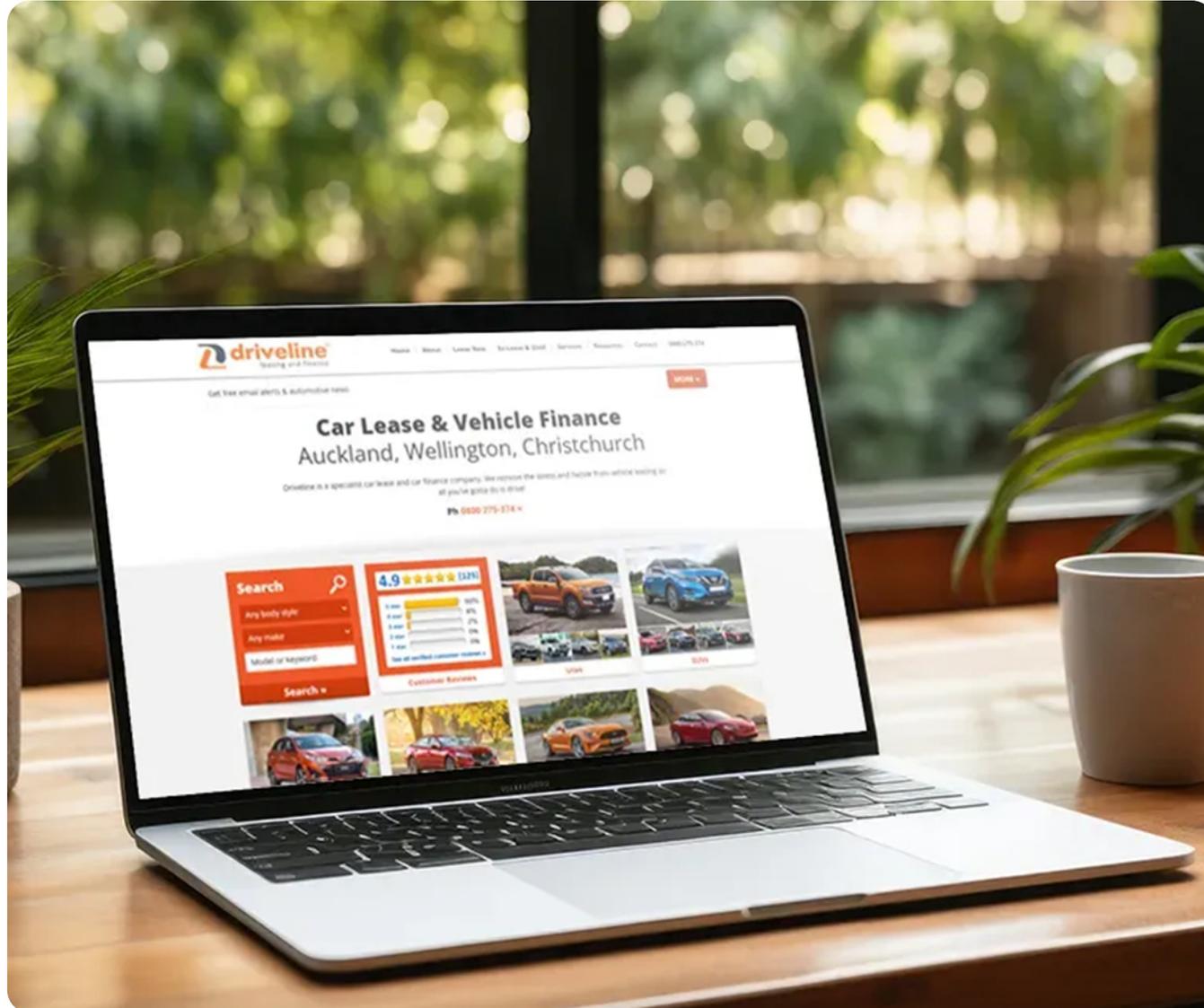
Driving Better Leads for Less

Discover how Pixi Digital helped Driveline generate more high-quality leads while significantly reducing ad spend.



See More Success Stories





The Results

The impact of our strategy was immediate. **We reduced Driveline's cost per acquisition from \$327 to just \$60, a 5x improvement** that allowed for significantly more leads at a lower cost. With optimised bidding and focused keyword targeting, we lifted impression share to over 90%, securing consistent visibility across key search terms. Over time, we saw a steady increase in return on ad spend and a meaningful lift in lead quality. The addition of a strong SEO foundation ensured Driveline ranked organically for high-value terms, reducing reliance on paid traffic and supporting long-term growth.



5x

Google Ads ROI Improvement



22,000+

The Number of Leads



23,000+

Organic Keyword Rankings



120%

Higher Avg. CTR



✓ About Driveline Fleet

Driveline is New Zealand's leading independent vehicle finance and leasing company, offering tailored solutions for businesses and individuals. With decades of industry experience, they specialise in SmartLease™ plans, fleet management, and sourcing everything from EVs to utes and prestige vehicles. Driveline's team takes a consultative, no-pressure approach, ensuring every solution is fit-for-purpose, tax-efficient, and cost-effective. Trusted by thousands of Kiwis, Driveline is known for simplifying the process and delivering transparent, [flexible vehicle finance](#) options.

📞 If you're looking for a new car or need help with your vehicle fleet, talk to the team at [Driveline](#).

✓ The Challenge

The car leasing and finance industry is one of the most competitive verticals on Google Ads, with average cost per click often exceeding \$10 to \$15. Driveline approached Pixi Digital after experiencing a steady increase in their cost per lead, rising from \$105 to \$155 and at one month peaking at \$327 with a previous agency.

Driveline understood it was not just about generating leads, but about [achieving the best return on investment](#). So they engaged Pixi to take a fresh look at their Google Ads campaigns and turn things around.





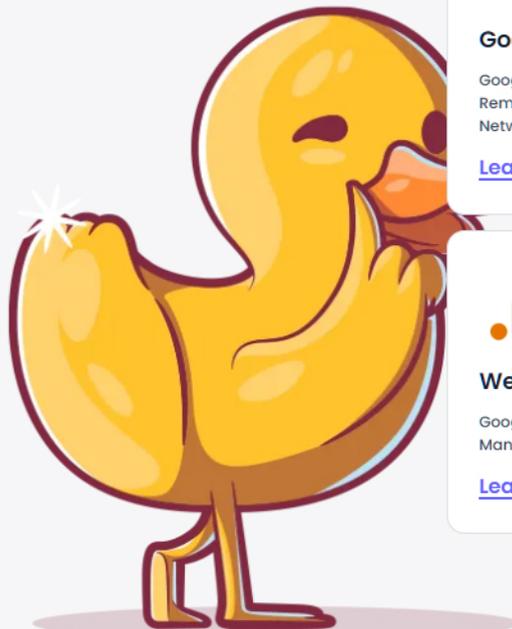
The Digital Strategy

At Pixi Digital, we started by diving deep into Driveline's Google Ads data to understand what was happening. A sharp rise in cost per lead signalled deeper issues, so we ran a full audit to pinpoint inefficiencies and structural gaps in the account.

We then rebuilt the campaign structure from the ground up. This included refining keyword targeting, applying smarter bidding strategies, and improving ad relevance to drive better engagement.

With the account stabilised, we shifted focus to scaling. We explored new keyword themes, tested fresh audience targeting, and expanded high-performing campaigns to capture more of the market.

To strengthen long-term growth, we rolled out a [comprehensive SEO strategy](#). The goal was to ensure Driveline appeared at the top of search results for their most valuable terms, increasing visibility and reducing reliance on paid media over time.



Google Ads

Google Search Ads, Remarketing & Display Network, YouTube Ads

[Learn More](#)



Search Engine Optimisation (SEO)

Keyword Research, Keyword Strategy, On-Page Optimisation, Content Marketing, Local SEO, Technical SEO, Copywriting

[Learn More](#)



Web Analytics

Google Analytics, Google Search Console, Google Tag Manager

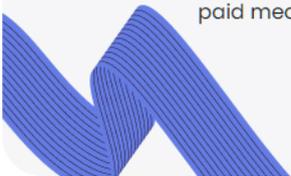
[Learn More](#)



Meta Ads

Facebook Advertising, Instagram Ads

[Learn More](#)



Client Testimonial

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Lance Manins
CEO



The team at PIXI are Awesome! Proactive and results driven meaning our marketing team gets supported with the best advice and ultimately amazing results across the Google and social media platforms!

26 Jul, 2018

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- ✓ No Km Restrictions
- ✓ No Refurbishment Costs
- ✓ No Deposit



About Pixi

We know our stuff! We want to help our clients get the best out of their **digital marketing!** We know how and we will be there every step of the way!



3+

85+ Year's Experience

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Meet the Team

Our Core Values



Pixi Digital is Trusted By





Rank higher on Google & attract more customers organically Search Engine Optimisation (SEO)

Have you ever wondered why some websites rank higher than others on Google? Google looks at over 200 factors when deciding a website's position in search results.

Our **expert SEO team** knows how to optimise your website best, boosting its organic visibility and helping you **connect with your target customers for lasting results.**



On-Page Optimisation



Technical SEO & Audits



Content Marketing



Local SEO



E-commerce SEO



SEO Copywriting



Reach more potential customers, faster Paid Advertising (PPC)

With precise targeting and bidding control, **Pay-Per-Click (PPC) ads** allow you to reach the right audience at the right moment, maximising your business's **Return on Investment (ROI).**

If you want to grow your business quickly, paid advertising is the key to unlocking new opportunities or testing a new market, product, or service.



Google Ads Management



Meta Advertising



Programmatic Advertising



Connect, engage & build your brand

Social Media Marketing

[Learn More](#)



Turn visitors into buyers

Conversion Rate Optimisation

[Learn More](#)

Other services

Email Marketing, Website Design & Development, Looker Studio Reporting, Content Marketing

[Learn More](#)



Your Business is Unique, So Should Be Your Digital Strategy

[Request a Free Proposal](#) >