



Case Study Lead Generation

Beck and Pack Logistic (BPL)
Saudi Arabia



About the Brand

Beck and Pack Logistic (BPL) is a Saudi-based relocation company with more than 20 years of experience in the industry. Renowned for their trusted services in household, office, car relocations, and warehousing, BPL has built long-term corporate contracts with leading companies in the Kingdom. With expertise in both domestic and international relocations, BPL is a recognized and reliable partner for individuals and businesses moving out of Saudi Arabia.

Objectives

Generate quality relocation leads from both individuals and corporates.

Optimize Cost Per Lead (CPL) while scaling ad spends.

Strengthen brand visibility in the competitive relocation services category.

Drive international relocation leads, a key focus for business growth.

Our Approach



Executed Google Ads campaigns targeting high-intent search queries in relocation, shipping, and warehousing.



Developed keyword clusters for international relocation, office moves, car shipping, and domestic services.



Optimized ads with engaging creatives and localized messaging to improve relevance and click-through.



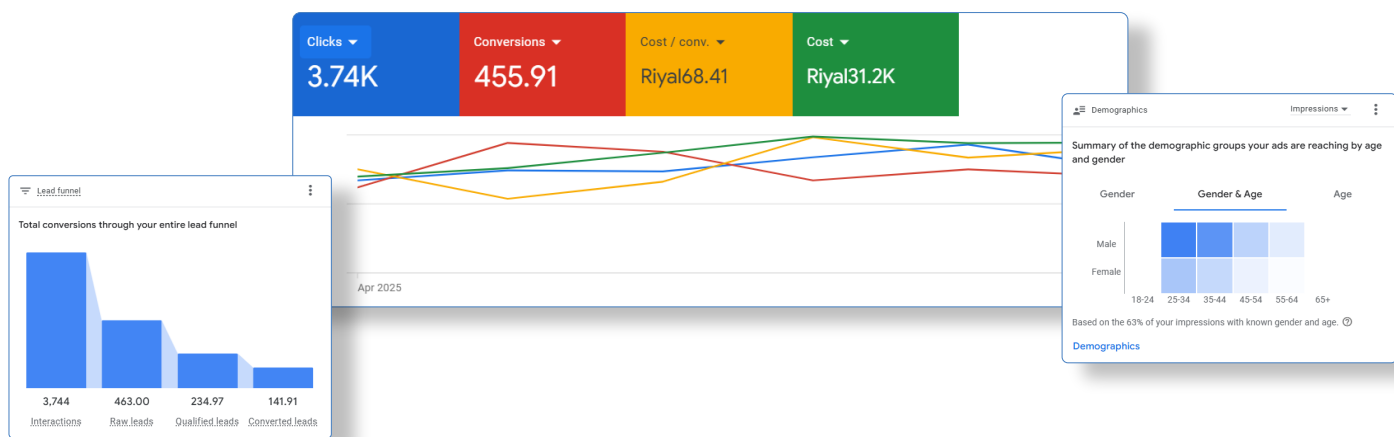
Focused on conversion tracking (calls & international inquiries) to measure quality and ROI.



Regular optimization of bids, targeting, and ad copies to improve efficiency.



Results (Mar – Oct 2025)



Total spend SAR36,611.89

Calls

169

Leads

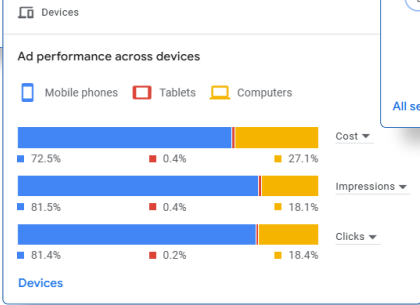
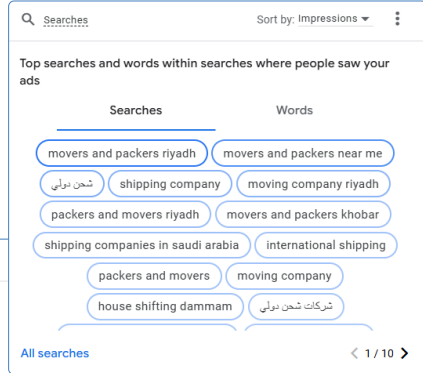
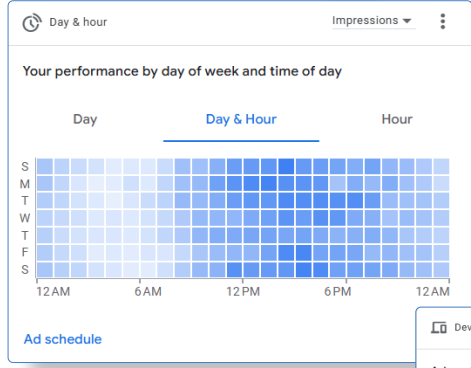
384

MQL

282

SQL

169



Impact



The campaigns helped BPL to



Build a steady lead pipeline for both domestic and international relocations.



Enhance brand visibility and trust in the relocation services market.



Achieve cost efficiency and scalability, making Google Ads a reliable growth channel.



Position itself as the preferred relocation partner for expatriates, corporates, and individuals moving out of Saudi Arabia.