

Autocomplete Takeover Case Study

Your Mortgage Man Ben, Mesa AZ

Driving search visibility for a mortgage broker in Mesa, AZ through strategic autocomplete optimization across Arizona markets.



Search...



Objective & Strategy

Campaign Goal

Increase brand visibility and drive search engagement by strategically positioning **Your Mortgage Man Ben** in Google and Bing's autocomplete dropdown for high-intent **mortgage-related searches** across **Arizona markets**.

Our Approach

The Autocomplete Takeover campaign focused on strategically positioning 'Your Mortgage Man Ben' by targeting carefully selected mortgage keywords paired with relevant geographic modifiers. By optimizing autocomplete visibility and click volume, we ensured prominent appearance when potential clients searched for mortgage assistance within specific Arizona markets.

Keywords

- mortgage broker tacoma
- home equity loan phoenix
- mortgage broker phoenix
- home loan phoenix
- home equity loan arizona
- home loan mesa
- mortgage lenders phoenix

Exceptional Results

30-Day Campaign Performance - August 2025

333

Total Clicks Delivered

444% of contracted volume

4.4x

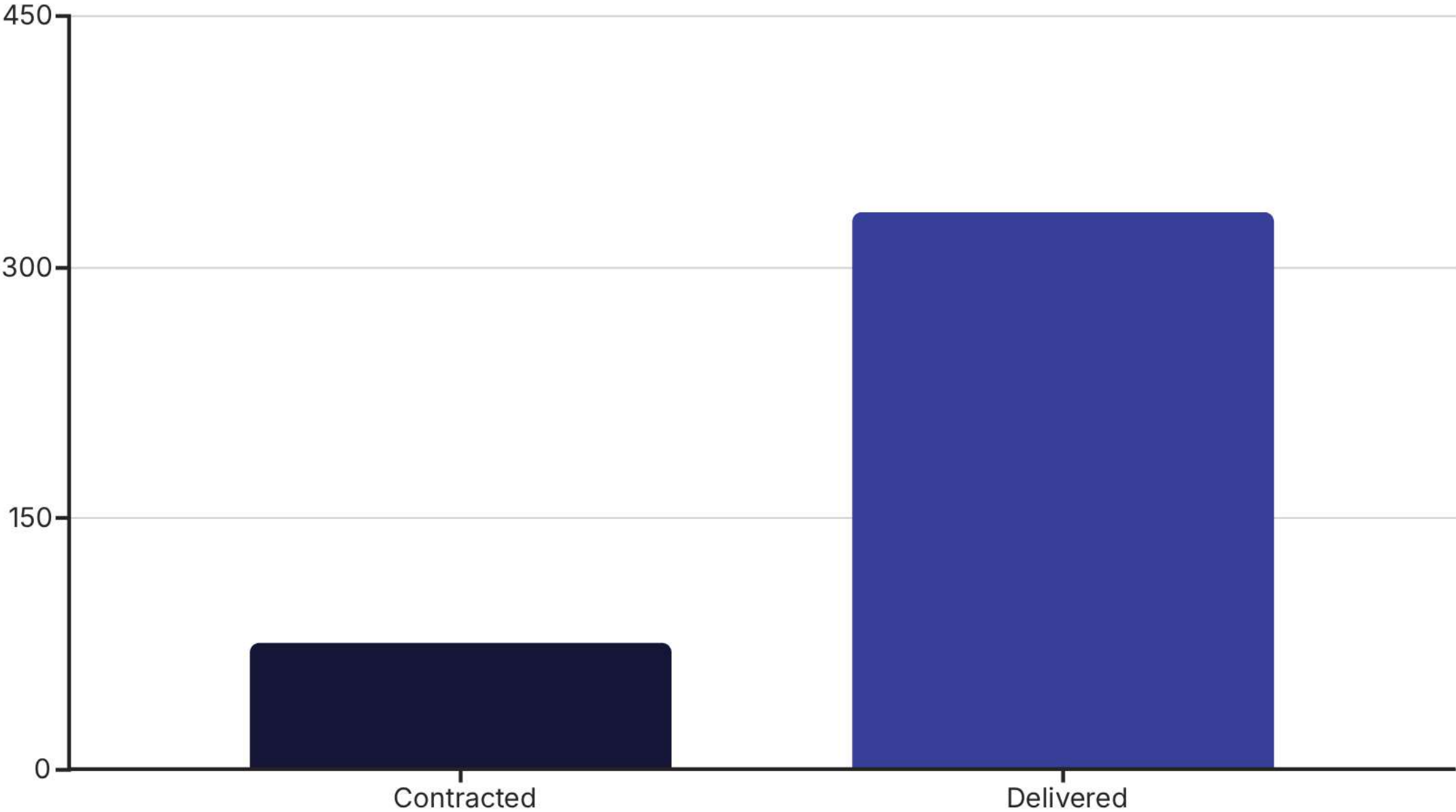
Performance Multiple

Exceeded expectations significantly

8

Keywords Targeted

High-intent local mortgage searches



📌 **4.4x Click Performance** - Exceptional search visibility and engagement across Google & Bing platforms, with strong cross-regional engagement from mortgage services, home loans, and home equity across Mesa, Phoenix, Tacoma, and Arizona markets.