



# Roadmaster grows conversion volume 300% with lead form extensions

## ROADMASTER DRIVERS SCHOOL

St Petersburg FL, U.S • [roadmaster.com](https://roadmaster.com)



### The challenge

Roadmaster Drivers School is a truck driving school that provides training to truck drivers across the US. With increased competition in its industry, the company was finding it hard to grow its Search coverage and generate quality leads by connecting with students interested in its courses. The company was looking for a way to achieve a higher volume of qualified leads at a lower cost per acquisition (CPA).

### The approach

Roadmaster began testing lead form extensions on its Search campaigns in key markets, allowing it to generate leads seamlessly from its mobile search ads. Users tap a call to action in the ad extension — “Apply now” — and reach a Google-hosted form, prefilled with information for users to submit their inquiry. The lead forms enabled the company to streamline its conversion process and capture demand for interested potential students looking for new career opportunities.

### The results

Lead form extensions helped high-intent customers effortlessly connect with Roadmaster. The company saw a 300% increase in conversion volume and a 50% decrease in CPA. After implementing lead form extensions, Search has become Roadmaster's largest source of lead generation across all media. To acquire even more of the highest quality and highest volume leads at a lower cost, the company is planning to test lead forms on YouTube ads as well.

“Lead form extensions have created a tidal shift in our KPIs, strengthening our conception of Google Search as an effective growth channel. The improvement in performance has enabled us to now increase our growth goals.”

— Andrew Penn, Marketing Project Manager

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