



Anglo Doorstep Collections is a UK-based service that offers free, scheduled pickups of unwanted clothing and small household items directly from your home. Their mission is to make donating to charity effortless while promoting sustainability.

## Goals

- ✓ Reduce reliance on PPC
- ✓ Reduce CPA

## Success stats

- 📈 Increased organic traffic by 300% in one year
- 📈 Saved £200,000 on PPC costs YOY

## Challenges

Anglo Doorstep Collections struggled with rising PPC costs, which were cutting into profit margins. Despite ongoing ad spend, lead generation became increasingly expensive and unsustainable.

The target audience was harder to reach, and increased competition in the waste and recycling sector drove up ad bids. Without a focused strategy, the business lacked visibility and struggled to stand out.

At the time, engaging Viaduct Generation, Anglo Doorstep Collections were spending a minimum of £500 / day on PPC and this number was on the rise.

## Results

