

# CASE STUDY

## GOOGLE ADS

A Google Ads Campaign for a Construction Company Resulting in 422 Leads With 3.46% CTR, at \$12 CPL

Construction Company



# OVERVIEW



## OVERVIEW

This case study details the efforts of a home renovation and remodeling company that embarked on a Google Ads campaign over a span of 1 year and 9 months. The primary aim was to increase qualified leads while reducing the cost per conversion (CPL).



## ABOUT THE CLIENT

The client specializes in home renovations and remodeling services.



## PROBLEM STATEMENT

The company faced the challenge of acquiring quality leads while minimizing the cost per conversion. Despite initially employing Google Ads with targeted keywords and audience selection, the campaign yielded leads at a high CPL.

# GOALS

The objective of the project was to increase the number of qualified leads while reducing the CPL over the course of the 1 year and 9 months.



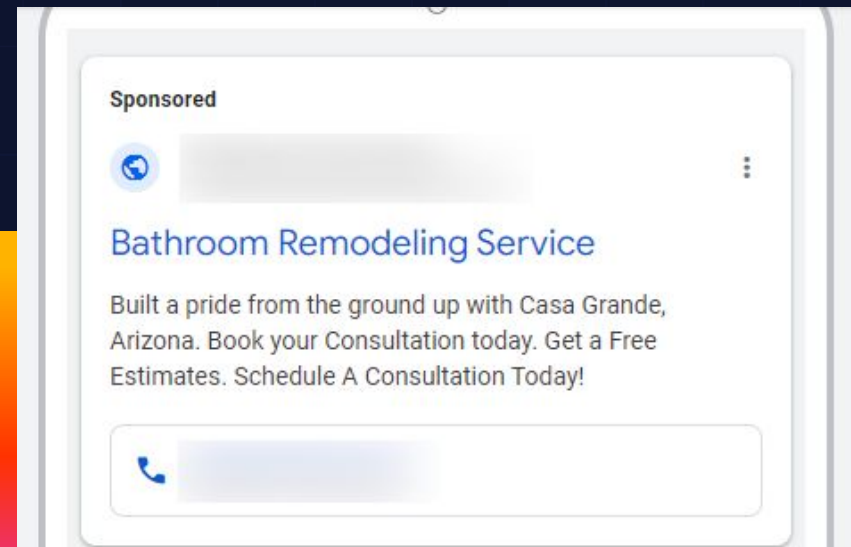
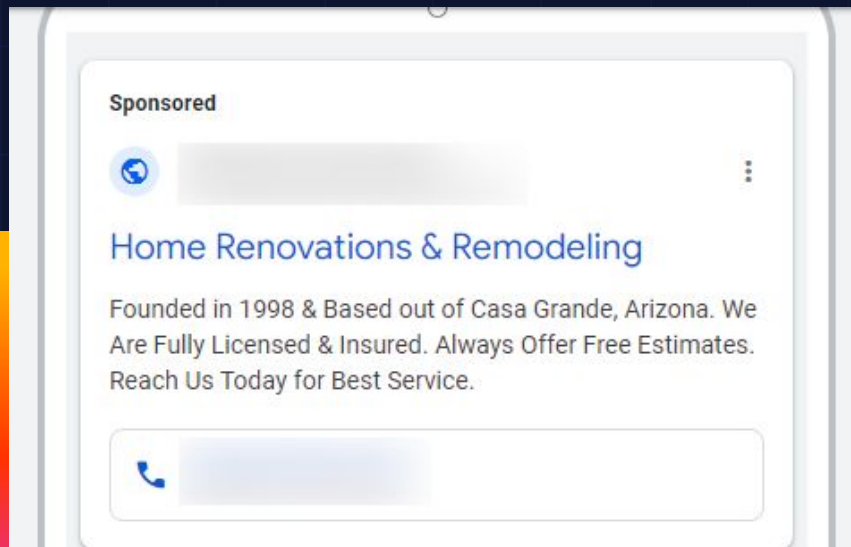


# STRATEGY

The campaign began with a focus on the correct keywords and audience targeting, which generated quality leads but at a high CPL. To address this, adjustments were made to ad copies, and ongoing monitoring and fine-tuning were implemented. Search campaigns were used to boost website visits and direct phone calls, with basic optimizations enhancing overall performance.

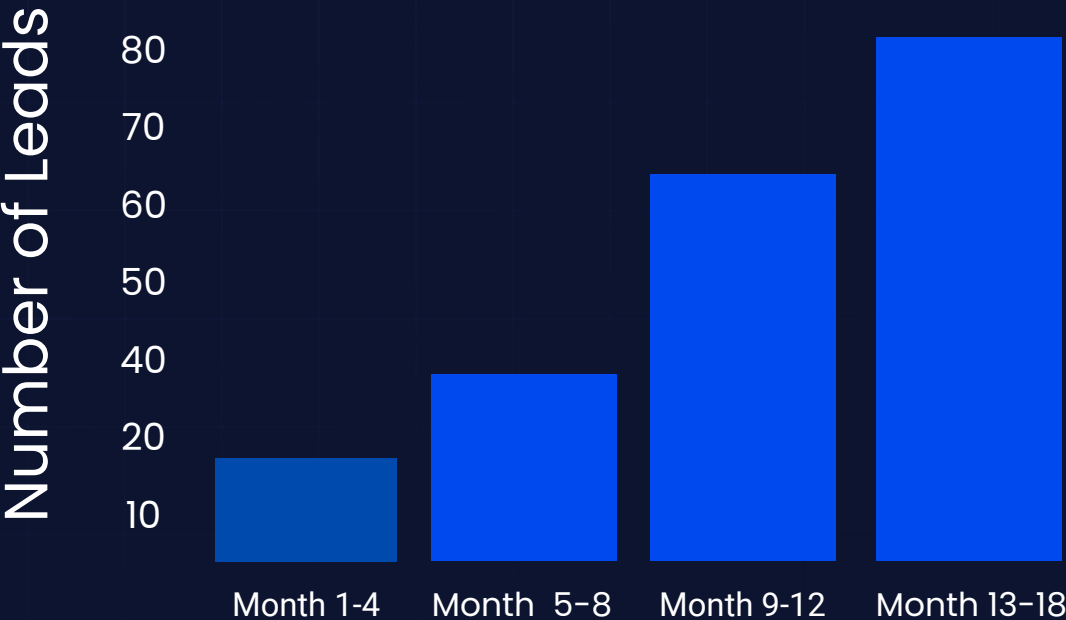
# BEST PERFORMING ADS

The best-performing ad featured a strong call to action, such as "Apply Now." It was optimized for visibility and engagement, significantly contributing to overall lead generation and reducing the CPL.



# DETAILED RESULTS

This construction company significantly increased its leads while reducing the cost per conversion. Implementing an automated bidding strategy, along with client input on their business model and seasonal changes, fine-tuned the campaigns for better performance.



## FINAL OUTCOME

The campaign delivered outstanding results, achieving a \$24 cost per conversion. Despite a total spend of \$9,961, it generated an impressive 422 leads. Notably, the CPL decreased significantly over time.

**Budget:** \$500 Per Month  
**Location:** Arizona, USA

# CONCLUSION

The strategic approach and adaptive optimizations led to a successful Google Ads campaign for this construction business, effectively increasing leads and reducing costs, thus achieving the client's goals.

