

CASE STUDY

GOOGLE ADS

Achieving a 73% Increase in Conversions and
Generating 982 Leads in Just Six Months

Construction Company



OVERVIEW



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This case study outlines a year-long effort focused on optimizing Google Ads campaigns to drive more qualified leads and support business growth for a luxury construction and renovation company.



ABOUT THE CLIENT

The client specializes in creating luxury spaces and has rapidly grown due to their reputation for delivering high-quality work, meticulous attention to detail, and exceptional customer service. Their services include kitchen remodels, bathroom renovations, custom decks, new build additions, finished basements, and bespoke projects.



PROBLEM STATEMENT

The primary challenge was generating high-quality leads while minimizing the cost per conversion (CPC).

GOALS

The client's goal was to increase the number of qualified leads to fuel business growth while keeping the cost per lead (CPL) as low as possible.



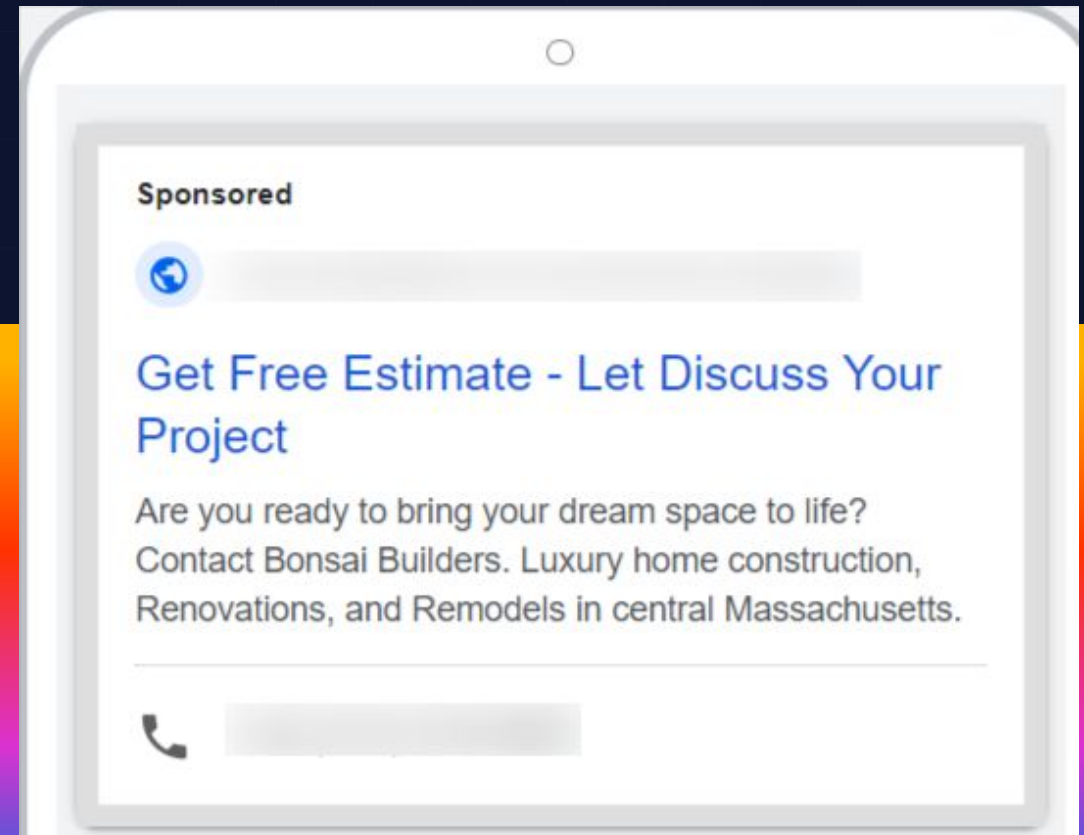
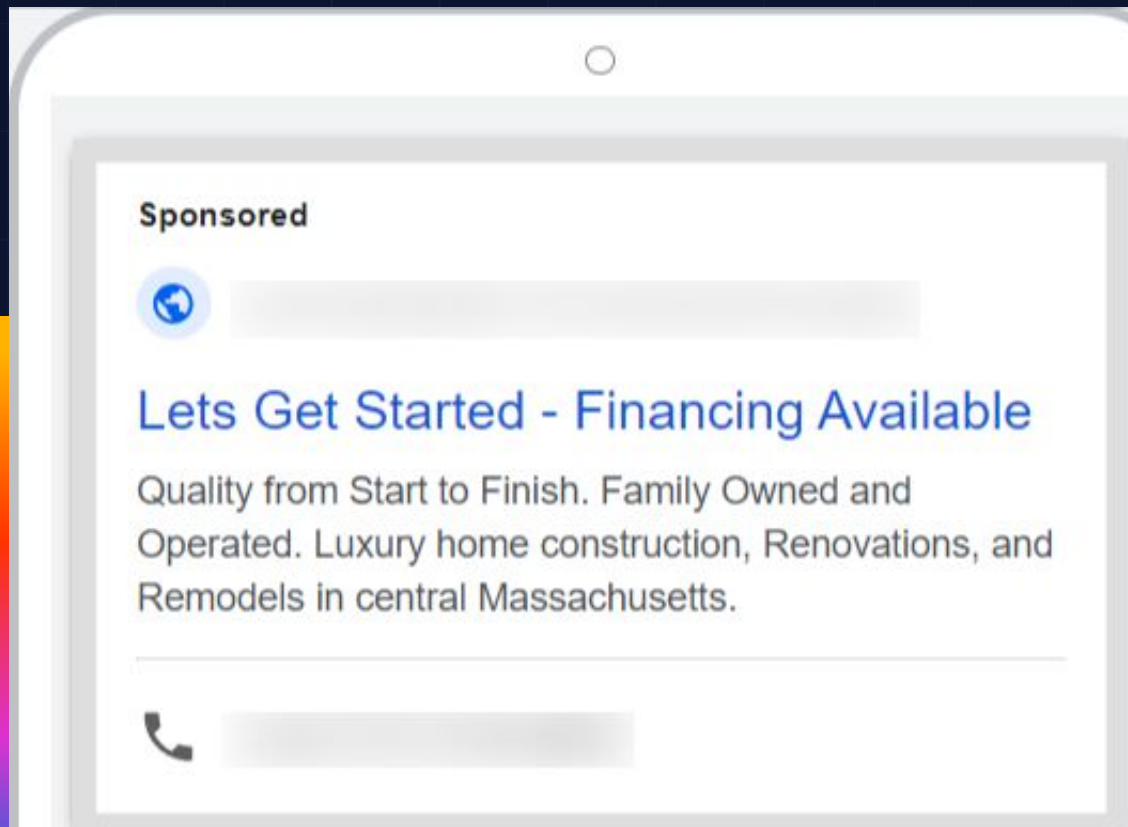
An illustration of two black chess pieces, a king and a rook, positioned on a colorful, abstract base. The king piece is on the left, and the rook piece is on the right. The base consists of several overlapping, rounded rectangular shapes in shades of pink, orange, and blue. The entire scene is set against a dark blue background with a subtle grid pattern.

STRATEGY

Initially, we launched the campaign with a manual CPC bidding strategy, but the number of conversions was lower than expected. To improve performance, we revised the ad copies, added high-intent keywords, and switched the bidding strategy from manual CPC to maximize conversions. This change resulted in a 73% increase in conversion rate and a 17% improvement in click-through rate (CTR), generating 982 leads within the first 6 months.

BEST PERFORMING ADS

The best-performing ad featured Responsive Search Ads (RSA) with calls to action like "Call and lead forms." It was optimized for visibility and engagement, which significantly boosted overall lead generation.

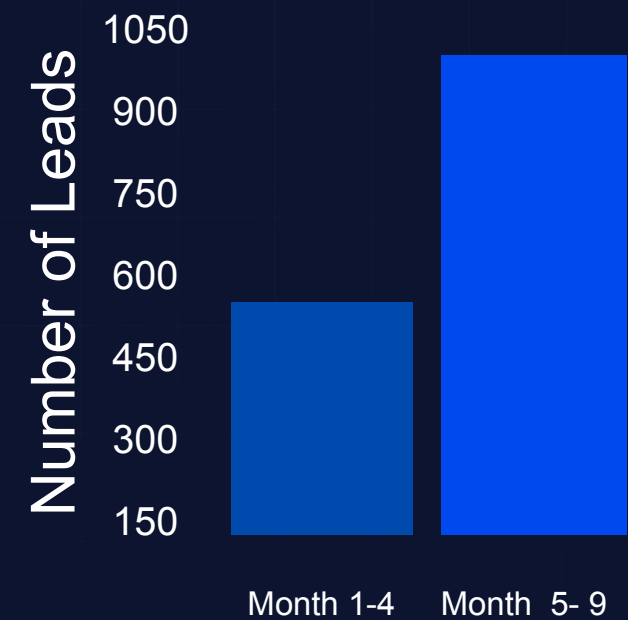


DETAILED RESULTS

Our strategic campaign optimization and continuous performance monitoring delivered outstanding results. We successfully increased the number of leads while reducing the CPL. By implementing automated bidding strategies and considering business models and seasonal variations, we achieved substantial improvements in lead quality and cost efficiency.

FINAL OUTCOME

Specifically, we increased lead generation from 567 leads in the initial months to 982 leads in the later months.



Budget: \$2,500 Per Month

Location: United States

CONCLUSION

Through a strategic and data-driven approach to Google Ads management, the client experienced significant growth in lead generation while effectively managing and reducing costs. This case study highlights the effectiveness of targeted advertising and continuous optimization in achieving business growth objectives.

