

Home and Auto Window Tint

Google Ads Case Study

From 0 to 300+ Quality Leads in Highly Competitive San Francisco Market

Executive Summary

Our client provides reliable and professional Auto & Home Window Tinting services in San Francisco, CA. Specializing in repairs, installations, and maintenance for residential and commercial properties, their primary focus is high-quality workmanship.

The Goal: Generate high-quality leads for their services through their very first Google Ads campaigns.

Initial Challenges

- No previous Google Ads account history or campaign data.
- High competition in the local San Francisco market.
- Expensive CPC for window tinting related keywords.
- Low brand awareness compared to established competitors.
- Irrelevant traffic and wasted ad spend from broad searches.
- Improper conversion tracking and lead measurement setup.
- Challenges in targeting the right local audience.
- Limited data available for automated bidding strategies.

Our Strategic Execution

- Developed a customized Google Ads marketing strategy.
- Conducted extensive business analysis and competitor research.
- Performed deep keyword and negative keyword research.
- Created high-converting and engaging ad copies.
- Implemented proper conversion tracking setup.
- Structured campaigns based on services and geo-locations.
- Added ad extensions to improve ad visibility and CTR.
- Improved landing page experience for better lead conversion.

The Transformation: Account Performance Dashboard

Before (Mar 1 - 31, 2025)



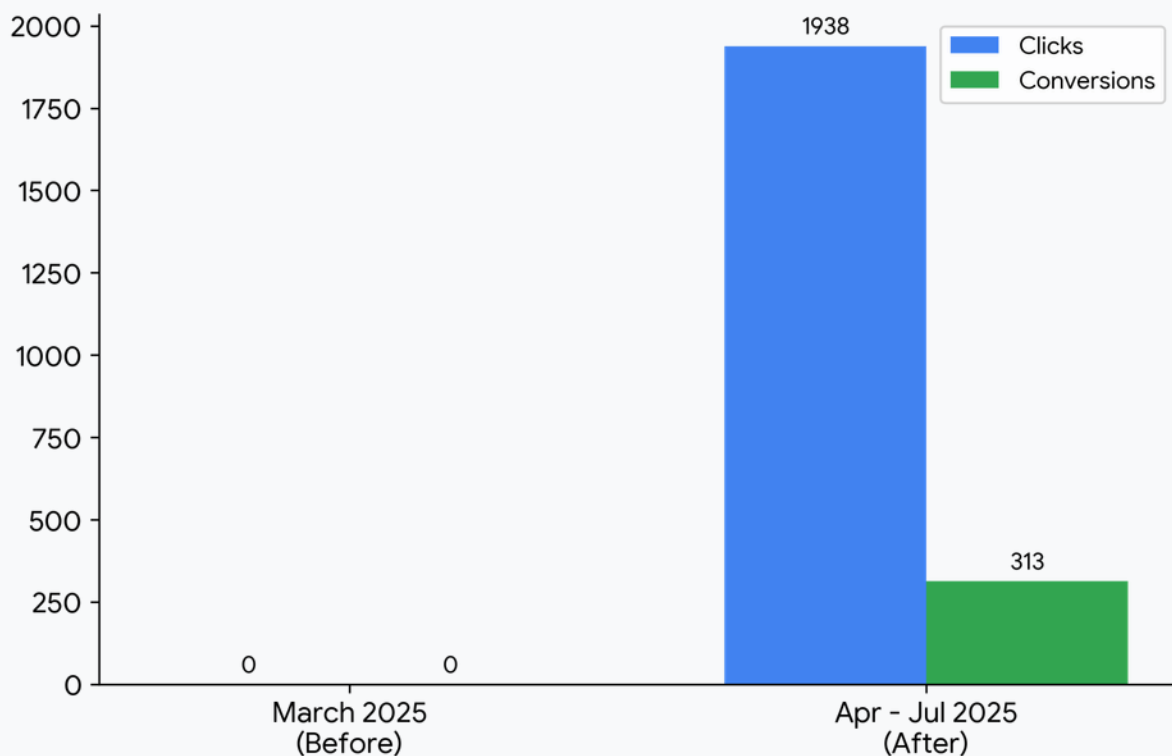
After Optimization (Apr 1 - Jul 5, 2025)



Overall Account Performance Stats

- **Total Clicks:** 1,938
- **Total Conversions:** 313
- **Total Conversion Value:** 3,301
- **Average CPC:** \$9.03
- **Avg. Cost per Conversion (CPA):** \$55.88
- **Overall Conversion Rate:** 16.08%

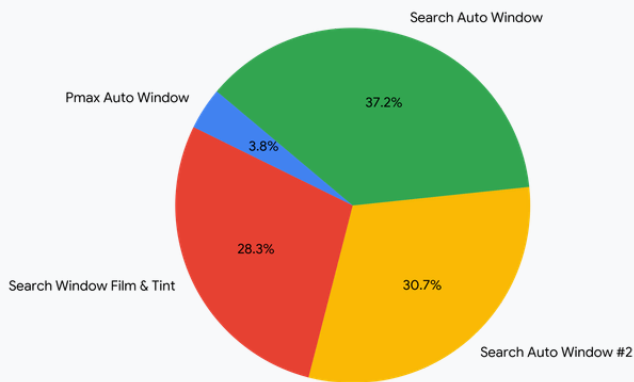
Campaign Performance Growth



Campaign Breakdown

Campaign Name	Clicks	Conv. Rate	Conversions	Avg. CPC	Cost / Conv.
Pmax AdGrowth Auto Window	70	15.38%	12.00	\$2.52	\$14.71
Search Window Film & Tint Installation	917	9.65%	88.50	\$6.65	\$68.89
Search Auto Window AdGrowth#2	285	33.68%	96.00	\$15.43	\$45.80
Search Auto Window AdGrowth	665	17.49%	116.50	\$10.24	\$58.56

Conversions by Campaign



Leads Acquisition Trajectory



The Ad Growth Expert Optimization Process

- **Define Goals:** Set clear objectives for lead generation.
- **Target Audience:** Refined audience based on San Francisco demographics & interests.
- **Keyword Strategy:** Balanced high-intent keywords to manage expensive CPCs.
- **Landing Pages:** Optimized destination pages for instant conversion action.
- **Bid Strategy:** Scaled performance data into automated bidding for efficiency.
- **A/B Testing:** Continuously tested ad variations to maximize CTR and lower CPA by 5x.

"Our meticulous execution of these steps has consistently generated leads, boosting lead generation while reducing cost per lead by five times."