

# Driving Explosive Growth for Plumbing Services

Local Services

Lead Generation

CPA Optimization

Google Ads Case Study | Vancouver, Canada

**The Objective:** Generate high-intent leads for a Vancouver-based plumbing service offering residential and commercial repairs, installations, and maintenance. The primary goal was to drastically improve conversion volume while reducing an unsustainable cost per acquisition.

## Executive Metrics Overview

22.29%

455.00

~~\$80~~

\$15

COST PER LEAD

5x

ROI MULTIPLIER

## The Challenge

- **High Acquisition Costs (CPA):** The campaign struggled with a high cost per conversion, burning budget and negatively impacting ROI.
- **Traffic Disconnect:** A reasonable click volume was achieved, but visitors weren't finding the landing pages compelling, resulting in a low conversion rate.



- **Irrelevant Audiences:** Broad keyword match types generated low-quality traffic with no genuine purchasing intent.
- **Weak Messaging:** Ad copy lacked alignment with the buyer's journey, reducing engagement.
- **Limited Data Tracking:** Incomplete GA4 and conversion tracking blinded optimization efforts.

# Strategic Interventions

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To rescue the campaign and scale profitability, our team executed a 10-step customized Google Ads turnaround strategy:

## 1. Account Restructuring & Targeting

- **Intent-Based Keywords:** Stripped out broad matches; implemented precise phrase/exact matches focusing on conversion-driven intent.
- **Negative Filtering:** Deployed a robust negative keyword list to immediately halt ad spend on irrelevant traffic.
- **Audience Segmentation:** Introduced in-market and custom intent audiences, alongside a remarketing framework to re-engage past visitors.

## 2. Creative & Messaging Overhaul

- **Intent-Aligned Copy:** Redesigned ad text to address specific user problems, highlighting trust signals and key benefits.
- **A/B Testing:** Deployed multiple ad variations to identify the most compelling messaging angles.

## 3. Technical Setup & Tracking

**Advanced Tracking:** Integrated seamless GA4 and Google Ads tracking to capture forms, calls, and distinct inquiries.

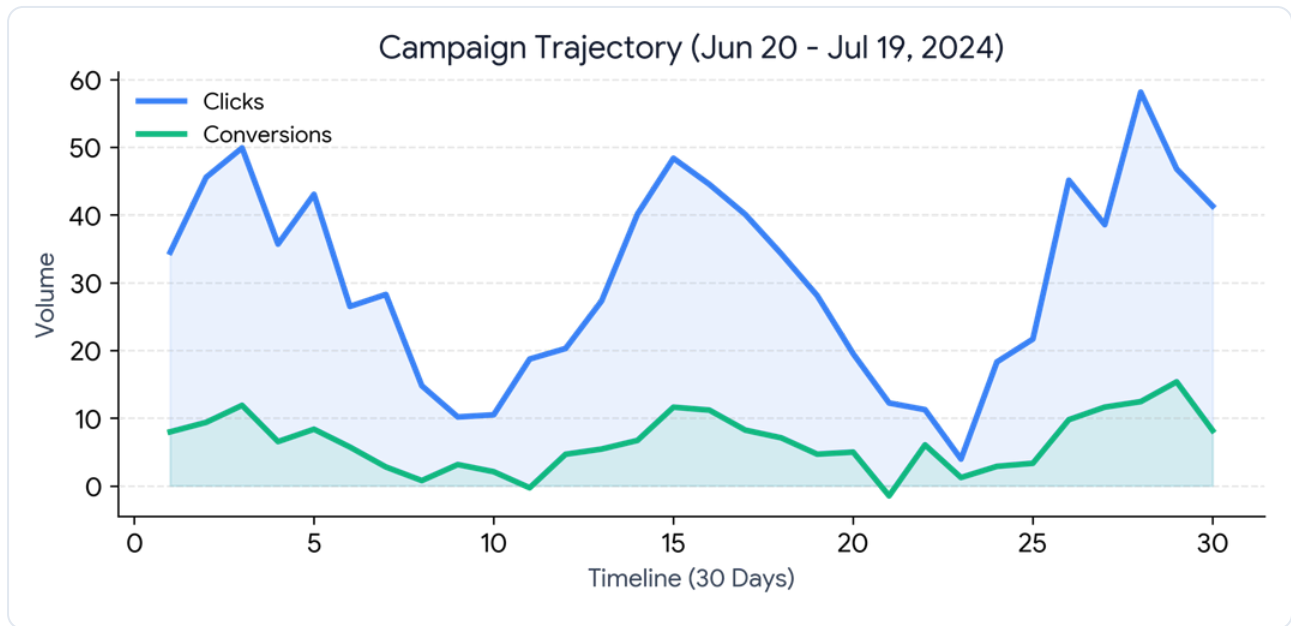
- **Budget Reallocation:** Structured tightly themed ad groups (by service) to improve Quality Scores and allocate budget to top performers.

## 4. Continuous Optimization

- **Bid Adjustments:** Monitored search terms and placements daily.

**Data-Driven Scaling:** Paused underperforming elements and scaled campaigns exhibiting the lowest CPA.

# Campaign Analytics Dashboard



# Account Performance Breakdown

The structural changes yielded immediate improvements in traffic quality and lead acquisition costs. Below is the direct data snapshot from the Google Ads Manager over the 30-day peak optimization period.

Campaign Segment	Clicks	Impr.	CTR	Avg. CPC	Conversions	Cost/Conv.	Total Cost
Search - Local Plumbing (C1)	430	9,001	4.78%	CA\$5.90	91.83	CA\$27.64	CA\$2,538.08
Intent-Filtered & Retargeting (C2)	1,169	6,739	17.35%	CA\$3.87	315.50	CA\$14.34	CA\$4,524.74
Display / Extensions	442	8,311	5.31%	CA\$1.46	47.67	CA\$13.61	CA\$649.12
<b>Total: All Enabled Campaigns</b>	<b>2,041</b>	<b>24,051</b>	<b>8.49%</b>	<b>CA\$4.27</b>	<b>455.00</b>	<b>CA\$19.15</b>	<b>CA\$8,711.94</b>



## The Ongoing Playbook

- **Define Goals:** Strictly monitor objective KPIs (CPA and ROI).
- **Ad Extensions:** Maximize SERP real estate via sitelinks, callouts, and structured snippets.
- **Smart Bidding:** Evolve bidding strategies based on algorithmic learning of the newly refined audience sets.
- **Landing Page Synergy:** Ensure constant congruence between ad promise and landing page delivery.

## Conclusion

By transforming a generic strategy into a precision-targeted, intent-driven engine, we consistently boosted lead volume while reducing acquisition costs by over 5x.