

GOOGLE ADS CASE STUDY

More Qualified Leads. Less Wasted Spend.

An illustrative look at how restructuring a Metro Detroit HVAC paid-search campaign could turn essentially the same monthly budget into more qualified leads at a lower cost.

HVAC CONTRACTOR / METRO DETROIT / PAID SEARCH CAMPAIGN / MARCH–AUGUST 2026

+50%**Qualified Leads**

48 → 72 / mo

–31%**Cost per Lead**

\$175 → \$120

+2.5 pts**Conversion Rate**

7.9% → 10.4%

–13 pts**Low-Value Spend Share**

24% → 11%

The Budget Was Working. It Wasn't Working Efficiently.

- Traffic skewed broad — a meaningful share of clicks came from searches with no real buying intent behind them.
- Negative-keyword coverage was thin, so budget kept reaching searches the account had no real chance of converting.
- Campaign structure was consolidated rather than organized by service, so different HVAC services were competing inside the same shared ad groups.
- Landing pages weren't tightly aligned with what each search was actually asking for, which softened conversion once a click arrived.
- Call and form conversion tracking was already in place but wasn't being used consistently to guide budget decisions.

BASELINE SNAPSHOT — MARCH 2026

Monthly spend	\$8,400
Qualified leads / mo	48
Cost per lead	\$175
Conversion rate	7.9%
Low-value spend share	24%
Search impression share	46%

AC Repair

Furnace Repair

HVAC Installation

Emergency HVAC Service

Commercial HVAC

Heat Pump Service

Cleaner Structure Put More Budget Behind Real Buying Intent.

Search-Term Control

Strategy

Ongoing search-term review against actual service offerings

Negative Keywords

Strategy

Systematic exclusion of non-commercial and off-service queries

Service-Specific Campaigns

Strategy

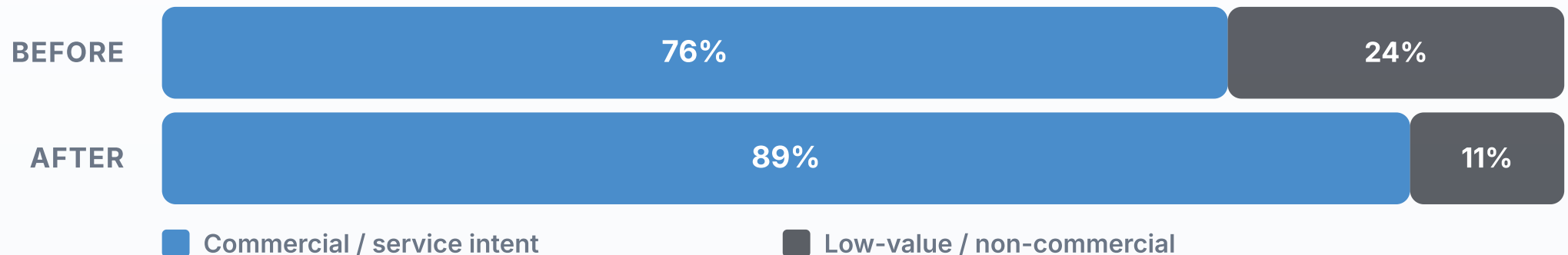
Each HVAC service given its own campaign structure

Landing-Page Alignment

Strategy

Each ad group pointed to a page matching its specific service

SHARE OF SPEND: COMMERCIAL INTENT VS. LOW-VALUE SEARCHES



What this means: restructuring didn't require more budget — it required directing the existing budget toward searches that could actually become customers.

More Leads at a Lower Cost.

+50%

Qualified Leads / mo

48 → 72

-31%

Cost per Lead

\$175 → \$120

+2.5 pts

Conversion Rate

7.9% → 10.4%

+3%

Monthly Spend

\$8,400 → \$8,650

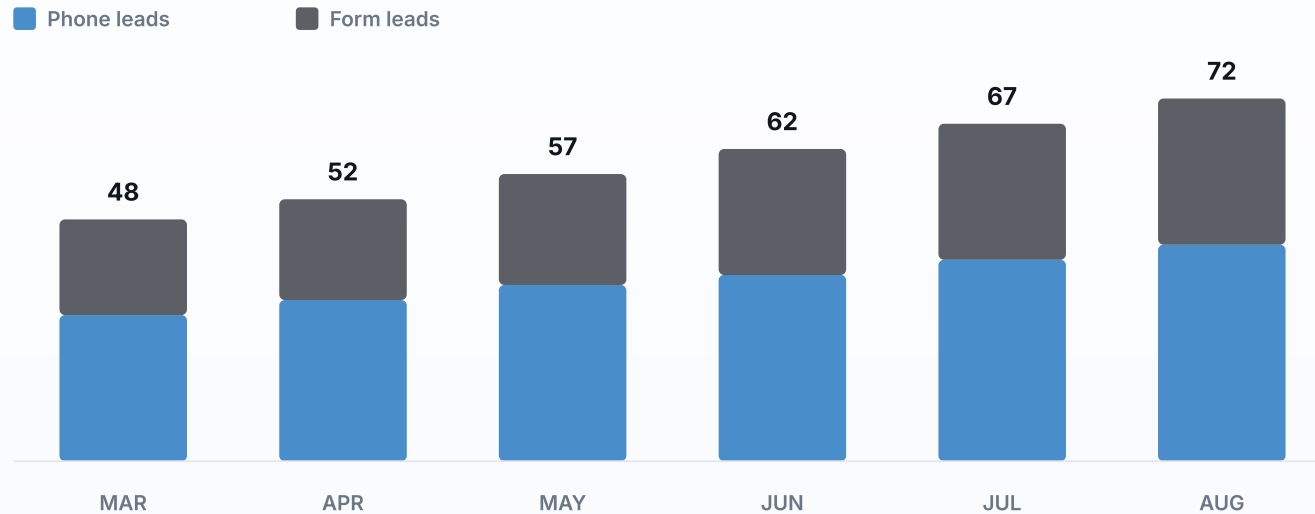
QUALIFIED LEADS PER MONTH



What this means: the monthly budget stayed essentially flat — lead volume and efficiency improved because the same spend was working harder.

A Larger Flow of Qualified Opportunities.

QUALIFIED LEADS PER MONTH



+50%

Total Qualified Leads

48 → 72 / mo

+48%

Phone Leads

29 → 43 / mo

+53%

Form Leads

19 → 29 / mo

What this means: growth showed up in both phone calls and form submissions, not just one conversion path.

Less Budget Went to Searches That Couldn't Become Customers.

-13 pts

Low-Value Spend Share

24% → 11%

+14 pts

Qualified-Lead Rate

68% → 82%

+12 pts

Search Impression Share

46% → 58%

HIGH INTENT

Emergency AC repair Detroit

Furnace repair Detroit

HVAC installation Detroit

Commercial HVAC Detroit

EXCLUDED / LOW VALUE

DIY HVAC repair

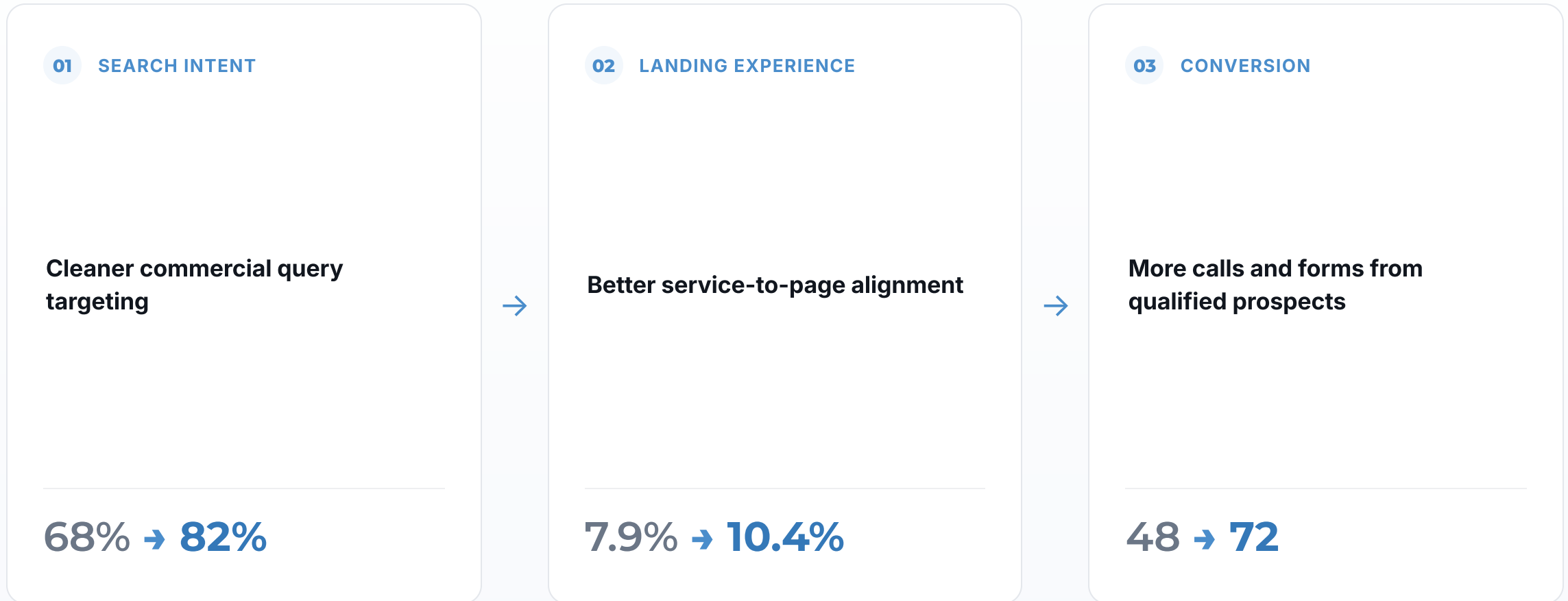
HVAC jobs Detroit

Free HVAC training

HVAC parts

What this means: these are illustrative intent categories, not actual historical search terms — the pattern they represent (excluding non-commercial searches) is what reduced wasted spend.

Better Intent Became Better Conversion.



Better Intent → Better Conversion → More Qualified Leads

Six Months, a More Efficient Budget.

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-31%**Cost per Lead**

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+12 pts**Search Impression Share**

46% → 58%

+3%**Monthly Spend**

\$8,400 → \$8,650

The campaign didn't depend on spending dramatically more — monthly spend moved only 3% while qualified leads grew 50% and cost per lead dropped 31%, an example of what a cleaner paid-search structure can look like.

What Could a More Efficient Paid Search Program Reveal in Your Market?

Search Intent

Whether campaigns are reaching people who are actually ready to hire, not just researching.

Campaign Structure

Whether each service has room to compete on its own terms instead of sharing budget with unrelated services.

Landing Pages

Whether the page someone lands on matches what they searched for.

Conversion Tracking

Whether call and form data are actually shaping budget decisions, not just being collected.

Budget Efficiency

Whether spend is concentrated on searches with a real chance of becoming a customer.

No two accounts start from the same place — results depend on market, competition, service mix, starting point, budget, and execution.

Curious what this could look like for your business?

[Talk to NWWS](#)

CASE STUDY NOTE

This case study is an illustrative portfolio presentation created by New World Web Solutions. The business identity and performance data shown are illustrative and are not presented as results from an actual client engagement. Actual results vary based on market, competition, starting point, budget, services, and execution.