CASE STUDY · GOOGLE ADS & WEBSITE OPTIMIZATION

79 Leads at $4.59 Each for a Decorative Concrete Contractor

How a lean Performance Max campaign drove a 6.07% click-through rate and a cost per lead a fraction of home services norms.

customconcretead.com · Reporting period June 1, 2025 – February 28, 2026

$4.59
COST PER LEAD

6.07%
CLICK-THROUGH RATE

$0.13
AVERAGE CPC

79
LEAD ACTIONS

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01 · OVERVIEW

Results at a Glance

Custom Concrete is a specialty contractor offering stamped, decorative and custom driveway work. Over nine months, a Google Ads campaign and website engagement produced 47,541 impressions, 2,884 clicks and engagements and 79 lead actions on $362.72 in spend.

47,541
IMPRESSIONS

2,884
CLICKS & ENGAGEMENTS

6.07%
CTR
Industry avg ~2–3%

$362.72
TOTAL AD SPEND
$0.13 avg. CPC

4,370
WEBSITE VISITS

5,917
PAGE VIEWS

55
CLICK-TO-CALL

21
FORM SUBMISSIONS

$4.59
COST PER LEAD
Industry $30–$150+

Campaign Performance

Metric	Value	Insight
Campaign	Leads-Performance Max-1 Stamped & Decorative Concrete	Performance Max format
Impressions	47,541	Strong visibility
Clicks & engagements	2,884	High engagement volume
CTR	6.07%	2–3x above industry average
Avg. CPC	$0.13	Extremely cost-efficient
Total spend	$362.72	Lean budget, strong return

Standout: a 6.07% CTR is exceptional for Performance Max in home services and construction, reflecting relevant creative and tight audience targeting.

Creative, Leads and Traffic

Ad	Headline	Key Message
Ad 1	Decorative Concrete Work – Request A Quote	Custom driveway, PA & DE experts, view services
Ad 2	Concrete Specialists Near You – Learn More	Decorative contractors, portfolio, contact us

Both ads used sitelinks (Services Offered, Contact Us, Our Portfolio) and geo-relevant messaging, which supported the high CTR and qualified traffic.

Lead Conversions



Phone calls drive nearly 70% of conversions, typical of local home services and a strong signal of purchase intent.

Traffic Sources

#	Source	Visits	Bounce	Page Views	Avg. Duration
–	**All sources**	4,374 (100%)	64.68%	5,917	00:01:27
1	Direct	2,915 (66.64%)	70.57%	3,422	00:01:42
2	Google / paid	535 (12.23%)	49.53%	723	00:00:27
3	Internal	265 (6.06%)	15.85%	866	00:02:49
4	Google / organic	168 (3.84%)	73.21%	224	00:00:29
5	googleads.g.doubleclick.net	139 (3.18%)	71.94%	153	00:00:07
6	youtube.com	78 (1.78%)	65.38%	100	00:00:08
7	Partner referral site	31 (0.71%)	32.26%	147	00:07:49
8	Facebook / social	17 (0.39%)	76.47%	19	00:00:04

What the Data Shows

- **Exceptional ad efficiency:** $0.13 CPC and a 6.07% CTR, versus a typical $2–$10+ per click in home services.
- **Strong lead volume for budget:** 79 lead actions on $362.72 is about $4.59 per lead, against industry benchmarks of $30–$150+.
- **Phone-first audience:** 69.6% of conversions are calls, so fast phone response is critical to closing.
- **Paid traffic quality:** paid visitors bounce at 49.53% versus 70.57% for direct, so they explore more and convert more.
- **Direct traffic strength:** 66.64% of visits are direct, pointing to brand recall, referrals and offline marketing.
- **Untapped organic:** organic search is only 3.84% of visits, a clear opportunity to reduce paid dependence.

Growth Roadmap

Priority	Recommendation	Expected Impact
High	Scale ad budget, current spend is low relative to return	More leads at ~$4.59 CPL
High	Call tracking and CRM follow-up on phone leads	Higher close rate
Medium	Local SEO content for decorative concrete keywords	Reduce paid dependency
Medium	Retargeting for the 64.68% of visitors who bounce	Recover lost leads
Medium	Strengthen Facebook and YouTube presence	Expand top-of-funnel reach
Low	Optimize landing page to cut paid bounce rate	More conversions per click

Under $400 in ad spend produced 4,370 visits and 79 qualified leads at a fraction of industry cost per lead.