

**307 leads resulting in  
\$276k revenue**

**ROAS - 25X**

**CPL: \$35**

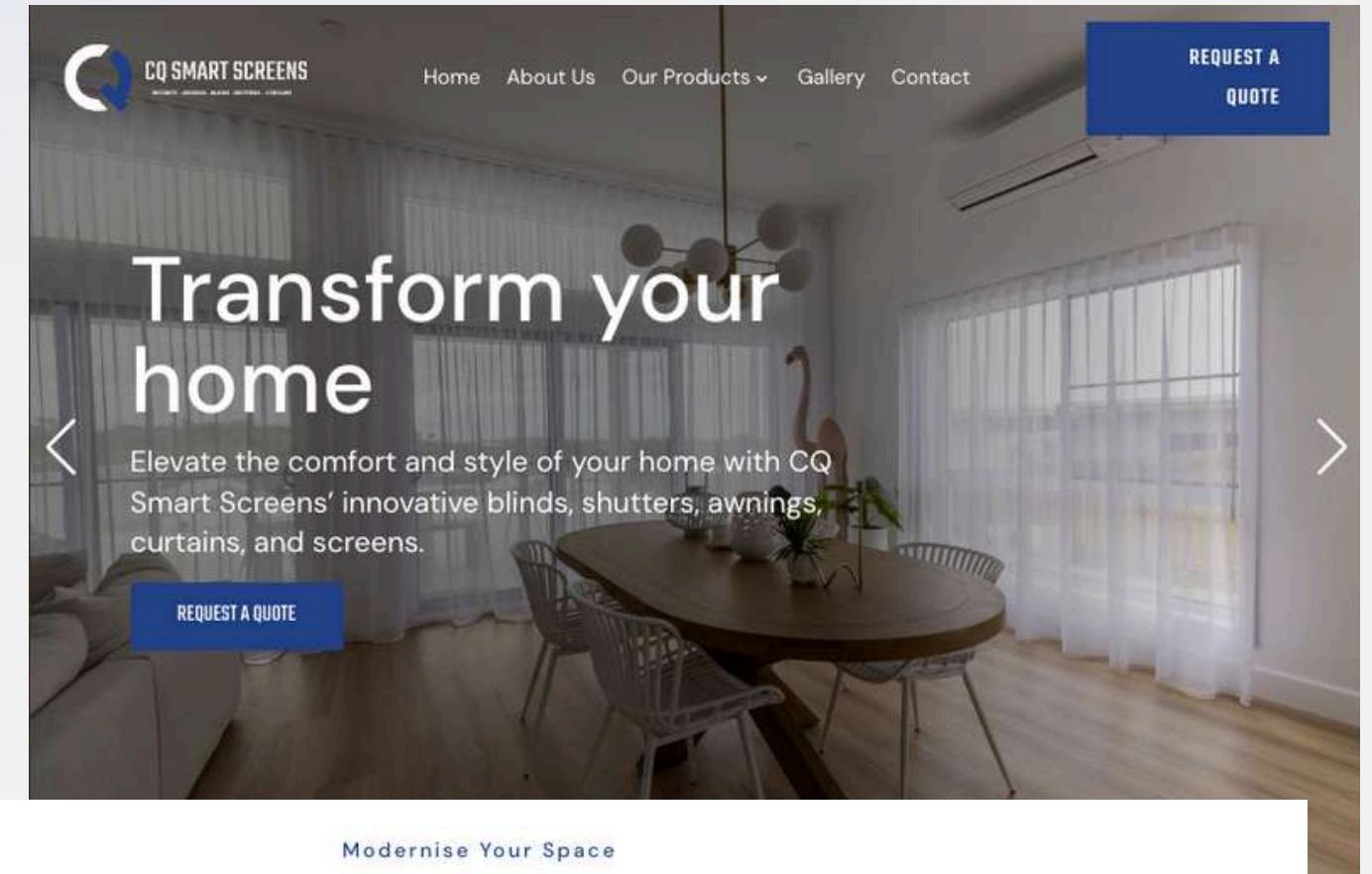
**BLINDS, SHUTTERS, AWNINGS**

# ABOUT THE CLIENT

**Client:** CQ Smart Screens is a family-owned business based in Central Queensland. The business has been in operation for over 10 years and specializes in a wide range of screening solutions in various homes across Queensland. We started our cooperation in October 2023.

**Goal:** start getting leads with Google ads - they haven't advertised before. Then Facebook ads.

**Challenges:** It's a small area with around 70k residents, so we should swap out our Facebook ad creatives more frequently, as fatigue sets in quickly.



# Google Ads Part 1: OCT 23' - AUG 24'

From October: Generated 207 leads  
with a CPL of \$35.



The client is super happy with the  
results and quality of leads.

Monthly budget - \$1000 AUD/mo

# Google Ads Part 2: AUG 24'-NOV 24'

From August: Generated 133 leads  
with a CPL of \$42.76.

Overview

Custom

Aug 1 - Nov 30, 2024



Show last 30 days

+ New campaign



The client is super happy with the  
results and quality of leads.

Monthly budget - \$1000 AUD/mo

# STRATEGY

- Proper competitor and keyword research was conducted, keywords were grouped by services, high-converting headlines and descriptions were written, and a new campaign was set up.
- In the first week, I optimized using a strategy called “Maximize Clicks.” After gathering some data and warming up the account, I switched to a “Maximize Conversions” optimization strategy.

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ad group	Status	↓
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Shutters	Eligible	A\$
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Suburbs	Eligible	A\$
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Internal Blinds	Paused	A\$
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Security & Flyscreens	Eligible	A\$
<input type="checkbox"/>	<input checked="" type="checkbox"/>	DSA	Eligible	A\$
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Curtains & Veri Shades	Eligible	A\$
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Outdoor Blinds & Awnings	Paused	A\$

# Strategy

- Daily optimization of the campaign involved adding negative keywords, improving CTR through new headlines, and making other necessary adjustments.
- These results were achieved through the correct strategy and proper distribution of services within the campaign.

Ad	Campaign
<input type="checkbox"/> ● Warranty Up To 10 Years   Maximise Comfort with Security   Modernise Your Home in... <a href="#">cqsmartscreens.com.au</a> Stylish security flyscreens for ultimate protection & airflow. Perfect for QLD homes... <a href="#">View assets details</a>	Services
<input type="checkbox"/> ● Transform Outdoor Spaces   Outdoor Bliss with Blinds   Fabric Outdoor Shades +12 more <a href="#">cqsmartscreens.com.au</a> Outdoor blinds & awnings for year-round comfort. Enhance your space's utility & style... <a href="#">View assets details</a>	Services
<input type="checkbox"/> ● Secureview Xceed Flyscreens   Maximise Comfort with Security   Elegant, Durable... <a href="#">cqsmartscreens.com.au</a> Stylish security flyscreens for ultimate protection & airflow. Perfect for QLD homes... <a href="#">View assets details</a>	Services
<input type="checkbox"/> ● [Dynamically generated headline] [Dynamically generated display URL] Revolutionise your windows with CQ Smart Screens' bespoke solutions. Find your perfect shade & privacy solution with CQ Smart Screens.	Services
<input type="checkbox"/> ● Quality Internal Blind Options   Easy Blind Installation   Elegant Roller Blinds Designs...	

Campaign	Budget	Optimization score	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	Bid strategy type	Conv. rate	Conversions	Cost / conv.
<input type="checkbox"/> ● Services	A\$45.00/day	40.3%	Search	312	2,595	12.02%	A\$3.50	A\$1,090.65	Maximize conversions (Target CPA)	5.13%	16.00	A\$68.17
<input type="checkbox"/> ● Brand	A\$5.00/day	56.3%	Search	22	69	31.88%	A\$1.05	A\$23.07	Maximize conversions	13.64%	3.00	A\$7.69
Total: All enabled ca...		—		334	2,664	12.54%	A\$3.33	A\$1,113.72		5.69%	19.00	A\$58.62
Total: Account	A\$50.00/day	—		408	3,234	12.62%	A\$3.25	A\$1,325.64		5.39%	22.00	A\$60.26