

# Boosted Google Ads Leads by 391% in Two Months

Boosted Google Ads Leads by 391% and Slashed CPA by 60% in Just Two Months



## Client: Elite Pool Builders

Objective: Increase leads while reducing the cost per acquisition (CPA) through optimized Google Ads campaigns.

Results:

- 391% Increase in Google Ads Leads: A dramatic surge in high-quality leads.
- 60% Decrease in Cost Per Lead: Significantly lowered the cost to acquire new leads.
- 100% Increase in Phone Calls: Doubled the number of direct customer inquiries.
- 102% Increase in CTR: Improved ad performance by boosting the click-through rate.

Summary: Over the course of just two months, I took a deep dive into optimizing the Google Ads campaigns for this elite pool builder. By focusing on what truly mattered—quality leads and cost efficiency—I managed to boost their leads by an impressive 391% while slashing their cost per lead by 60%.