

CARROLL

ARCHITECTURAL SHADES

Case Study


February 2025



Presented by

SAM RIBB

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INTRODUCTION

This report provides a comprehensive analysis of the advertising campaign's performance over the 90 days spanning Nov. 6, 2024 through Feb. 3, 2025 . It includes key metrics such as impressions, clicks, conversions, cost per acquisition (CPA) and overall engagement rates.



.... PURPOSE

The report evaluates the effectiveness of different ad channels, and audience targeting, identifying strengths and areas for improvement. Visual data representations, including graphs and trend analysis, help illustrate campaign performance over time. The insights presented aim to optimize future advertising strategies and maximize return on investment (ROI).

PERFORMANCE OVERVIEW

Campaigns

Custom Nov 6, 2024 - Feb 3, 2025

Raise your budgets: Your ads stopped running on your busiest days. Fixing your limited budget can help. +7.8% View Apply all

Campaign	Cost	Impr.	Optimization score	Interactions	Interaction rate	Avg. cost	Conversions	Cost/conv.	Conv. rate	CTR	Avg. CPC	Impr. (Abs. Top) %	Impr. (Top) %	Bid strategy
Drafts in progress:														
Residential	\$4,777.47	24,653	87.7%	3,700 clicks	16.45%	\$0.84	2,114.00	\$2.26	37.09%	16.45%	\$0.84	25.00%	61.67%	-
Commercial	\$5,364.73	52,333	88.1%	5,843 clicks	11.17%	\$0.92	570.83	\$9.40	9.77%	11.17%	\$0.92	21.40%	68.95%	-
Brand	\$1,790.48	8,994	87%	1,440 clicks	16.01%	\$1.24	192.50	\$9.30	13.37%	16.01%	\$1.24	18.65%	68.37%	-
Residential Joe C	\$566.68	2,701	86.2%	586 clicks	21.70%	\$1.00	255.00	\$2.30	43.52%	21.70%	\$1.00	46.36%	66.36%	-
DC/NOVA Search	\$1,799.06	8,261	84.8%	1,786 clicks	21.62%	\$1.01	83.00	\$21.68	4.65%	21.62%	\$1.01	15.78%	66.04%	-
Performance Max	\$1,405.95	48,280	80.3%	1,098 clicks, 15,443 engagements	2.25%	\$1.29	35.54	\$39.57	3.27%	1.68%	\$1.73	-	-	-
Total: All enabled ca...	\$15,724.36	155,222		15,443 clicks, 16,443 engagements	10.59%	\$0.96	3,250.87	\$4.84	19.77%	10.42%	\$0.97	21.13%	68.07%	
Total: Account	\$15,724.36	155,222		15,443 clicks, 16,443 engagements	10.59%	\$0.96	3,250.87	\$4.84	19.77%	10.42%	\$0.97	21.13%	68.07%	

155K

Impressions in the last 90 days

19.77%

Conversion Rate
[Industry Average is 8.62%]

10.42%

Click-Through-Rate
[Industry Average is 5.59%]

\$1.25

Cost Per Click
[Industry Average is \$6.96]

\$40.84

Cost Per Lead
[Industry Average is \$82.27]

67%

Top Impression Rate
[Search top impression rate is the percent of your impressions that are shown anywhere adjacent to the top organic search results. Top ads are generally above the top organic results, although they may show below the top organic results on certain queries.]

AD SPEND

This report provides a detailed breakdown of the total amount spent on the advertising campaigns over the 90 day specified period. Campaign types included are 5 Google Search campaigns and 1 Google Performance Max campaign. Each Search Campaign is tailored to Carroll Architectural Shades' unique targeting needs regarding keywords, audiences and geographic locations.

RESIDENTIAL:

\$56/DAY

COMMERCIAL:

\$60/DAY

BRAND:

\$20/DAY

RESIDENTIAL - JOE:

\$6.50/DAY

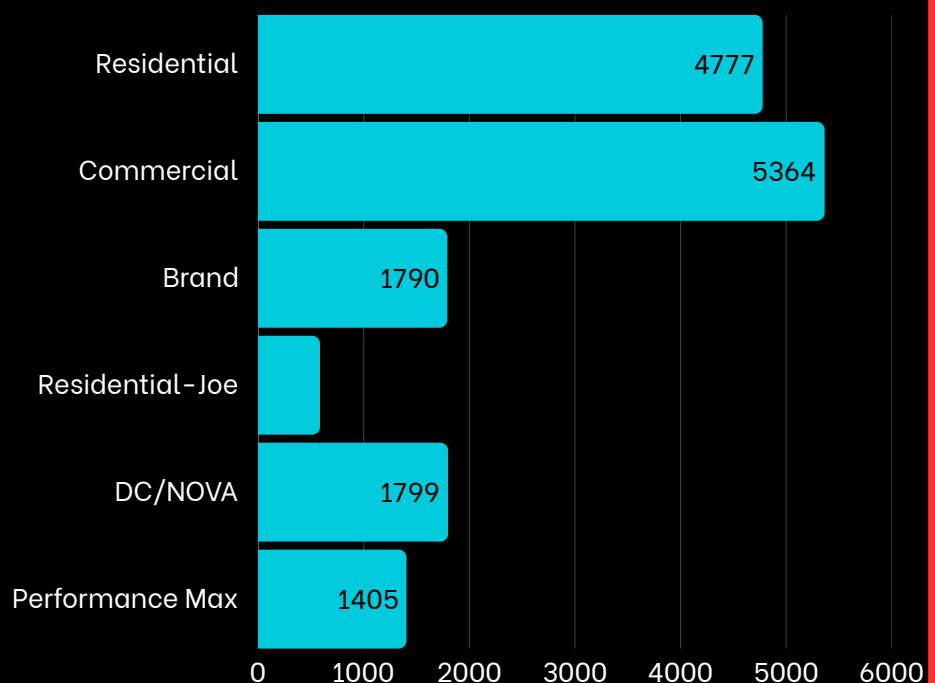
DC/NOVA:

\$20/DAY

PERFORMANCE MAX:

\$16/DAY

Campaign Spend in Dollars



Combining the data on budget spend with performance metrics on the client-side will allow for the calculation of Return on Investment (ROI). Accurate ROI metrics facilitate data-backed decisions on budget amounts and allocations going forward.

The combination of Search and Performance Max campaigns is what Google calls their "Power Pair". Power Pair is a combination of Google AI-powered solutions that can help improve the performance of marketing campaigns. It combines the Search and Performance Max campaigns to deliver performance at scale.

PHONE CALLS

RECEIVED FROM ADS

[SEARCHER VIEWED AD AND IMMEDIATELY CALLED OR
CLICKED PHONE NUMBER HYPERLINK]

Start time	Duration (Caller cou	Caller are	Caller phone number	Status	Call sourc	Call type	Campaign
Nov 11, 2024, 12:00:0	144	1	443	--	Received	Ad	Mobile click-to-call	Performance Max
Nov 18, 2024, 1:00:00	215	1	443	--	Received	Ad	Mobile click-to-call	Performance Max
Nov 21, 2024, 12:00:0	187	1	410	--	Received	Ad	Mobile click-to-call	Brand
Dec 10, 2024, 3:00:00	298	1	561	+1 5	Received	Ad	Mobile click-to-call	Performance Max
Dec 11, 2024, 11:00:0	13	1	--	--	Received	Ad	Mobile click-to-call	Performance Max
Dec 11, 2024, 11:00:0	120	1	561	+1 5	Received	Ad	Mobile click-to-call	Performance Max
Dec 16, 2024, 3:00:00	295	1	443	+1 4	Received	Ad	Mobile click-to-call	Performance Max
Jan 15, 2025, 1:00:00	274	1	443	+1 4	Received	Ad	Mobile click-to-call	Performance Max
Jan 20, 2025, 1:00:00	3	1	--	--	Received	Ad	Mobile click-to-call	Commercial
Jan 23, 2025, 8:00:00	570	1	681	+1 6	Received	Ad	Mobile click-to-call	Commercial
Jan 25, 2025, 2:00:00	10	1	--	--	Received	Ad	Mobile click-to-call	Commercial
Jan 29, 2025, 11:00:0	30	1	410	+1 4	Received	Ad	Mobile click-to-call	Commercial
Jan 29, 2025, 1:00:00	26	1	410	+1 4	Received	Ad	Mobile click-to-call	Commercial
Jan 29, 2025, 1:00:00	696	1	410	+1 4	Received	Ad	Mobile click-to-call	Commercial
Feb 3, 2025, 2:00:00 F	32	1	443	+1 4	Received	Website	Manually dialed	Commercial
Feb 3, 2025, 2:00:00 F	24	1	410	+1 4	Received	Website	Manually dialed	Brand
Feb 3, 2025, 2:00:00 F	18	1	410	+1 4	Received	Website	Manually dialed	Brand
Dec 3, 2024, 5:00:00 F	0	1	--	--	Missed	Ad	Mobile click-to-call	DC/NOVA Search

RECEIVED

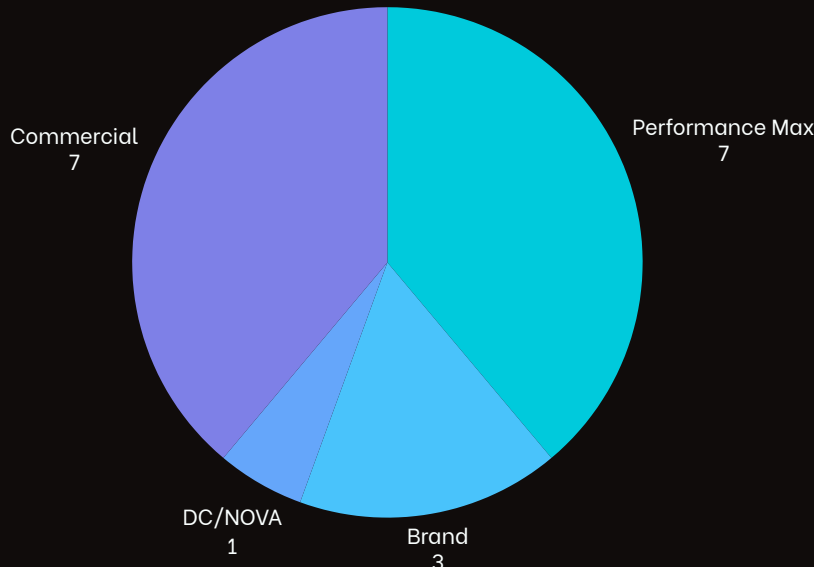
17

MISSED

1

OVER 30 SECS.

11



The metrics in this report show the number and length of calls received directly through each ad and campaign. Please note this report does not reflect all calls received, only those received directly from the ad that Google was able to record. Other calls are reflected in the conversion report.

CONVERSIONS

Summary

Nov 6, 2024 - Feb 9, 2025

Submit lead form Account default goal 7 of 7 campaigns

Conversion action	Action optimization	Conversion source	All conv.	All conv value	Status	Actions
www.carrollarchitecturalshade.com (GA) (new) form_submission	Priority	Website (Single Analytics (GA4))	6.00	17.00	No recent conversions	
Lead form - Submit	Priority	Google tested	0.00	0.00	No recent conversions	

Phone call lead Account default goal 7 of 7 campaigns

Conversion action	Action optimization	Conversion source	All conv.	All conv value	Status	Actions
Call from ads	Priority	Call from Ads	9.00	18.00	Active	
Call (1-800-999-5675)	Priority	Website	0.00	0.00	No recent conversions	
Call (914) 444-4444	Priority	Call from Ads	0.00	0.00	No recent conversions	
Click to call	Priority	Call from Ads	0.00	0.00	Inactive	
www.carrollarchitecturalshade.com (GA) (new) click_to_call	Secondary	Website (Single Analytics (GA4))	2,361.00	4339.00	Active	

CONTACT Account default goal for 3 sources 7 of 7 campaigns

Conversion action	Action optimization	Conversion source	All conv.	All conv value	Status	Actions
www.carrollarchitecturalshade.com (GA) (new) contact	Priority	Website (Single Analytics (GA4))	335.41	0.00	Active	
www.carrollarchitecturalshade.com (GA) (new) contact_form_submission	Priority	Website (Single Analytics (GA4))	20.00	0.00	No recent conversions	
Click to call	Priority	Google tested	0.00	7.00	No recent conversions	

Get directions 0 of 7 campaigns

Conversion action	Action optimization	Conversion source	All conv.	All conv value	Status	Actions
Local actions - Directions	Priority	Google tested	10.00	10.00	Active	

Engagement 0 of 7 campaigns

Conversion action	Action optimization	Conversion source	All conv.	All conv value	Status	Actions
Local actions - Other engagements	Priority	Google tested	20.00	41.00	No recent conversions	

Page view 0 of 7 campaigns

Conversion action	Action optimization	Conversion source	All conv.	All conv value	Status	Actions
Local actions - Website clicks	Priority	Google tested	10.00	10.00	No recent conversions	
Local actions - Menu views	Priority	Google tested	0.00	0.00	No recent conversions	

Custom goals

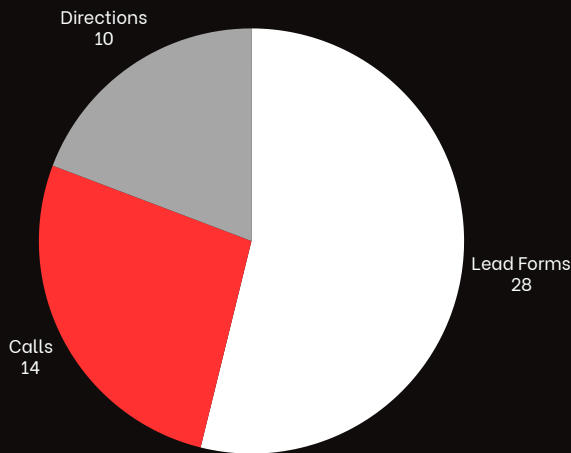
Customer acquisition Edit goal

To use customer acquisition, you need to include an audience segment with at least 1,000 active members in at least one network to help identify existing customers.

CALLS
14

LEAD FORMS
28

DIRECTIONS
10



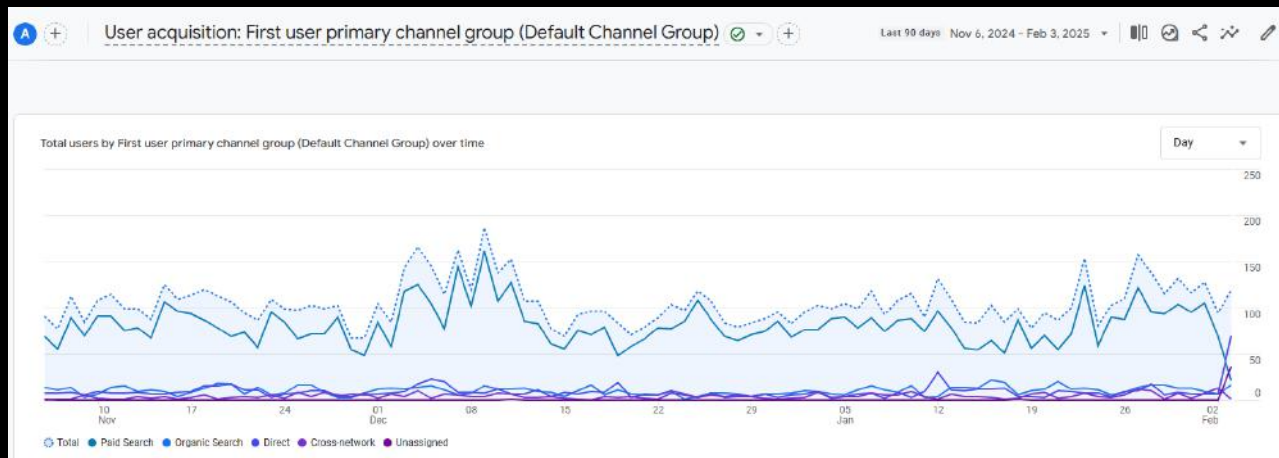
You will notice conversions listed in the above report with some quite high numbers. These reflect what are likely in large part invalid, or bot, clicks. There are many legitimate interactions in this metric as well. Therefore, we do still track the conversion and use it in larger metrics like Cost-Per-Conversion, etc.

WEBSITE TRAFFIC

User Traffic Yielded From Ads

<input type="checkbox"/>	First user prim...Channel Group) ▾ +	↓ Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user
<input type="checkbox"/>	Total	9,006 100% of total	219 100% of total	391 100% of total	50s Avg 0%	1.44 Avg 0%
<input type="checkbox"/>	1 Paid Search	7,067	91	214	46s	0.99
<input type="checkbox"/>	2 Organic Search	852	39	98	1m 09s	0.89
<input type="checkbox"/>	3 Direct	641	75	50	1m 05s	7.77
<input type="checkbox"/>	4 Cross-network	354	9	22	55s	0.90
<input type="checkbox"/>	5 Unassigned	39	2	0	38s	0.11
<input type="checkbox"/>	6 Organic Social	17	2	2	8s	0.75
<input type="checkbox"/>	7 Referral	13	1	5	55s	1.08

Users from paid advertising efforts in the last 90 days totals 7,421 which is 82.4% of all website traffic. This traffic is labeled in the above report as “Paid Search” and “Cross Network”.



CONCLUSION

This case study demonstrates the power of strategic digital advertising in driving measurable results. By leveraging data-driven insights, precise audience targeting, and continuous optimization, we successfully achieved key performance metrics exceeding industry benchmarks. The combination of Search ads and Performance Max ads with continuous monitoring and optimization played a crucial role in the campaign's success.

Moving forward, the key takeaways from this campaign highlight the importance of ongoing performance analysis, close collaboration with the client and with Google strategists while adapting to industry trends to maximize advertising impact. With the right approach, businesses can harness digital advertising to reach their ideal audience, boost engagement, and achieve long-term growth.

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