

The campaigns were running. The dashboard showed conversions. But the leads weren't converting — and nobody could explain why the numbers looked good while the business felt slow. Broken tracking. Campaigns optimizing toward the wrong signals. We fixed both.



1,500+ Real Leads. \$27 Per Lead. A Texas fence company. Built on clean data from day one.

THE CHALLENGE

The previous account looked fine on paper — conversions in the dashboard, campaigns running. But the leads were poor quality and conversion tracking had serious double-counting issues. The campaigns were optimizing toward bad data, and the business had no reliable way to know what was actually working.

WHAT WE DID

Took over in May 2025 and started from scratch. Fixed conversion tracking first — no point building on a broken foundation. Then rebuilt the full account: a Performance Max campaign focused on qualified fence leads and a targeted Search campaign. Clean data in, real leads out.

THE RESULTS

1,500+ verified leads generated in under 10 months at a blended cost of \$27 per lead — with tracking they could actually trust. The PMax campaign drove leads at \$13.06 each. Cost per lead dropped consistently every month, from \$28.34 at launch down to \$17.61 by February 2026. Every conversion now tied to a real lead action — no double counting, no noise.

THE BOTTOM LINE

They went from a dashboard full of misleading numbers to a system they could build a business on. When you know your real cost per lead, you can make real decisions.

THE IMPACT

- Rebuilt the full account from scratch — new campaigns, clean tracking, zero noise
- Generated 1,500+ verified leads in under 10 months at \$27 blended CPL
- Reduced cost per lead from \$28.34 at launch down to \$17.61 by February 2026
- Eliminated bot traffic and double-counted conversions that had misled the previous account