

The ads were running. The leads were coming in. But it was the wrong people — generic broad match terms flooding the pipeline with spam. Meanwhile the website was outdated and doing nothing to convert the leads that actually mattered.

339

Inbound Leads

15 months

\$58

Blended CPL

Full account

\$23.81

PMax CPL

Launched Sep 2025

\$75

Search CPL

Down from \$892

\$58 Per Lead. Custom Home Builder. Texas. Down from \$892 in month one. One contract returns 6,000x.

THE CHALLENGE

Broad match keywords were pulling in generic searches and spam — leads that had nothing to do with custom home building. The sales team was wasting time on junk inquiries while the website, old and unconvincing, failed to convert the rare visitor who actually was a qualified buyer.

WHAT WE DID

Rebuilt both from scratch. A new conversion-focused website designed to reflect the quality of the work and turn the right visitors into leads. Then restructured the entire Google Ads account — tight keyword targeting, no broad match waste, campaigns built for buyers actively looking to build a custom home in Texas. Added Performance Max in September 2025 to extend reach efficiently.

THE RESULTS

339 inbound leads in 15 months at a blended cost of \$58 per lead. The PMax campaign launched in September 2025 and immediately delivered at \$23.81 per lead. Search CPL dropped from \$892 in month one down to \$75 by March 2026 as targeting tightened and quality improved. Average custom home contract in Texas runs \$400K–\$800K+. One closed lead at \$58 returns thousands of times over on contract value.

THE BOTTOM LINE

They were already paying for ads. They just weren't getting anything for it. A rebuilt website and restructured campaigns turned wasted spend into a qualified pipeline — at a cost per lead that makes the math almost embarrassing.

THE IMPACT

- Replaced broad match spam campaigns with tight, intent-driven keyword targeting
- Rebuilt the website to convert qualified visitors — not just attract generic traffic
- CPL dropped 92% on Search — from \$892 in month one to \$75 by month fifteen
- Added PMax in Sep 2025 delivering leads at \$23.81 — immediately productive