

They'd tried Google Ads before — got some leads here and there, but nothing they could count on. Like a lot of plumbing companies at their stage, growth was happening but lead flow was unpredictable. They had no reliable system behind it.

**900+**

Inbound Leads

14 months

**\$8.20**

Cost Per Lead

PMax campaign

**\$37**

Blended CPL

Full account

**420+**

Phone Calls

Tracked from ads

## 900+ Leads. \$8.20 Per Lead. A plumber in Pittsburgh. On Google Ads.

### THE CHALLENGE

They'd run Google Ads before — some leads here and there, but nothing consistent. Like a lot of plumbing companies pushing past \$1M in revenue, growth was happening but lead flow was unpredictable. They had no reliable system behind the work coming in.

### WHAT WE BUILT

We rebuilt their Google Ads from scratch — a targeted Local Search campaign to capture high-intent buyers, paired with a Performance Max campaign for volume and reach. Both campaigns were actively managed and optimized every month, letting results compound over time.

### THE RESULTS

Over 14 months, the campaigns generated 900+ inbound leads — consistently, month after month. The PMax campaign delivered an average cost per lead of just \$8.20. Across the full account, the blended cost per lead came in at \$37. Phone calls from ads alone topped 420. As the campaigns matured, lead costs continued to fall.

### THE BOTTOM LINE

The leads kept coming — and eventually there was more work than the crew could handle. They've since run job ads to hire additional technicians just to keep up with demand.

### THE IMPACT

- Generated 900+ inbound leads in just 14 months — consistently, every single month
- Drove cost per lead down month over month as campaigns compounded and optimized
- Delivered 420+ tracked phone calls directly from Google Ads
- Results so strong the client had to hire additional technicians just to keep up