Case Study 3: 256 Conversions at $7.61 Each Generating $150,000+/Month Revenue

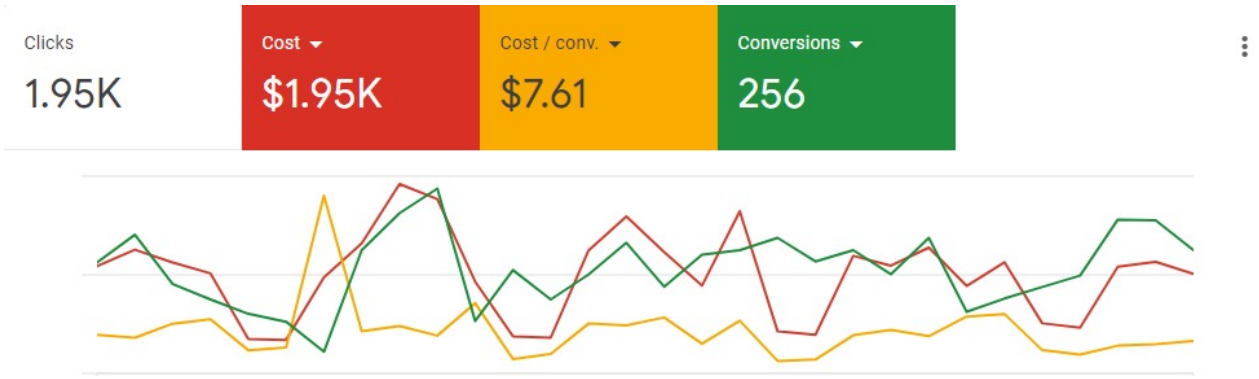
1.95K	$1.95K	256	$7.61
SEARCH CLICKS	AD SPEND	CONVERSIONS	COST / CONVERSION

Executive Summary & Execution Strategy

Google Search campaigns connected a solar installation company with homeowners and business owners actively searching for solar providers within their exact geographic territory.

Keyword intent and tight ad copy messaging highlighted complete turnkey equipment plus installation, ensuring incoming inquiries were high-intent and pre-qualified.

The client invested approximately $2,000 to $3,000 per month in Google Ads, consistently generating 250+ conversions and over $150,000 in monthly revenue.



Google Ads Dashboard: 1.95K clicks, $1.95K spend, 256 conversions at $7.61 avg CPA.