

Drainage Services

Google Ads Lead Generation Case Study | England, United Kingdom

OBJECTIVE Service enquiries & phone calls	CAMPAIGN TYPE Search + Performance Max	MEDIA BUDGET £940/day ~£28,200/month
---	--	--

Project Overview

Industry: Drainage Services Location: England, United Kingdom Project duration: 2 years, ongoing management Date range: Jan 1, 2024 - Aug 1, 2026 Campaigns: Google Search + Performance Max Primary goals: High-quality service enquiries, phone calls, online bookings, lower cost per conversion and improved efficiency.	Work completed Google Ads setup Keyword research Conversion tracking GA4 + GTM Enhanced Conversions Negative keywords Search-term optimization Bid/budget optimization Ad copy/testing Multiple Search campaigns
---	---

High-Intent Keyword Focus

• "emergency drain unblocking"	• "unblock drain near me"
• "drain unblocker near me"	• "blocked drains near me"
• "outside drain unblocker near me"	• drain jetting services
• "blocked drain"	• [drain unblocker]
• [blocked drain outside]	• [outdoor drain unblocker]

Management approach: Local high-intent searches were supported by Search and Performance Max campaigns. Ongoing keyword, search-term, negative-keyword, bidding, budget and ad-copy optimization was used to improve lead quality and efficiency.

Performance Highlights

Figures are taken from the supplied Google Ads screenshots for the displayed account period.

40.1K Clicks	2,992,660 Impressions	1.83% Conv. rate	£4.35 Avg. CPC
1.16K Conversions	1.08K Phone calls	£150 Cost / conversion	£174K Cost

Campaign Performance Snapshot

Campaign	Conv.	Calls	Clicks	Conv. rate	Cost / conv.
Search - Bournemouth & Poole	327.33	288	2,284	14.33%	£124.60
Rafayet - Call Targeted Campaigns 1	186.00	50	1,370	13.58%	£88.14
Bournemouth Performance Max	183.67	167	11,713	0.66%	£107.29
Performance Max - Portsmouth	135.00	221	19,879	0.52%	£129.40
Search Campaign Swindon	53.00	48	257	20.62%	£110.50
Search Campaign Reading	48.00	57	294	16.33%	£172.09
Search Campaign Portsmouth	42.00	44	231	18.18%	£248.45
Search Campaign Guildford	40.00	43	196	20.41%	£224.52
Search - Southampton	38.00	34	326	11.66%	£266.21

Competitive & Keyword Insights

Impression share: overall share increased from 60% to 62% month over month, while the named competitor decreased from 15% to 12%.	Keyword: for local drain unblockers near me, impression share moved from 92% to 84%, while the competitor increased from 35% to 55%.
--	---

The following screenshots were supplied with the case study.

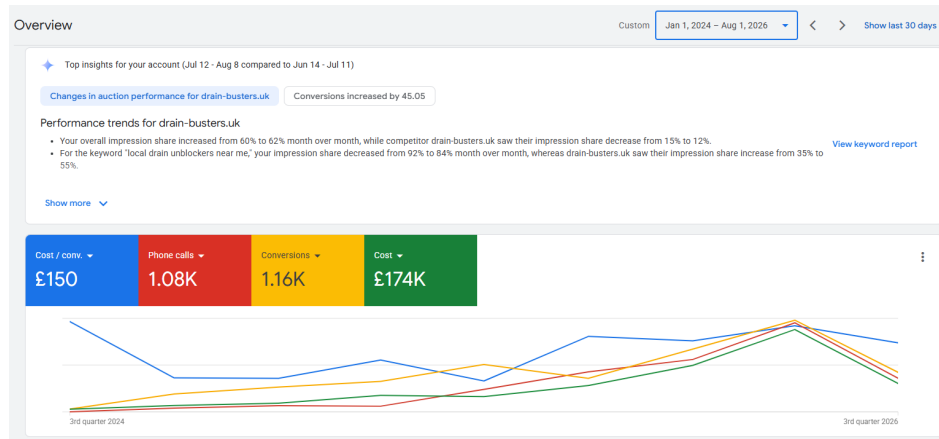
Overview

Custom

Jan 1, 2024 – Aug 1, 2026

< >

Show last 30 days



Campaigns

Campaigns

+

▼

Add filter

Search

Segment

Columns

Reports

Download

⌵

⌵

⌵

⌵

Custom

Jan 1, 2024 - Aug 1, 2025

<

>

Show next 30 days

☐		Campaign	↓	Center	Conv value	Cost / conv.	Imps.	Avg cost	Cost	Campaign ID	Phone calls	Clicks	Avg CPC	Conv rate	Search top 10	Segment Search top 10	Columns Search top 10 (budget)	Reports Search top 10	Download Search top 10	⌵ Search top 10	⌵ Search top 10	⌵ Search top 10	⌵ Search top 10	⌵ Search top 10	⌵ Search top 10
☐		Search - Bournemouth &Phone - 0845-265222			327.33	17.00	£124.60	97.70	£17.86	£46,707.11	2353245278	288	2,884	£17.86	14.33%	37.67%	61.02%	1.31%	1.26%	21.21%	1.31%				
☐		Refined - Cat Targeted Campaigns			186.00	70.00	£88.14	34,243	£11.97	£16,394.23	2146291732	50	1,370	£11.97	13.56%	34.62%	48.13%	17.25%	15.78%	19.56%	17.25%				
☐		Bournemouth, Parkside area Mar 26-07-2023			183.67	0.00	£107.29	181.713	£0	£16,705.95	2381993569	167	11,713	£11.68	0.66%	—	—	—	24.10%	—	—				
☐		Performance Max, Portsmouth, 1/31/1/2023			135.05	0.00	£129.40	1,061,517	£0.68	£17,699.58	2256466587	221	18,879	£0.88	0.52%	—	—	—	18.70%	—	—				
☐		Search Campaign - Swanton (Mar/7/23)			53.00	0.00	£110.50	6,491	£22.79	£5,856.29	23824752863	48	257	£22.79	20.62%	37.77%	55.09%	7.14%	6.21%	26.16%	7.14%				
☐		Search Campaign - Reading (Mar/7/23)			48.00	0.00	£172.09	8,305	£28.10	£2,860.32	23811928045	57	294	£28.10	16.33%	30.12%	50.55%	19.33%	16.49%	17.67%	19.33%				
☐		Search Campaign - Portsmouth (Mar/9/23)			42.00	0.00	£248.45	7,389	£65.17	£16,843.97	23824455792	44	231	£65.17	18.18%	47.82%	44.85%	7.33%	6.30%	35.96%	7.33%				
☐		Search Campaign - Gosforth (Mar/9/23)			40.00	0.00	£224.52	3,847	£65.82	£5,980.83	23819232233	43	196	£65.82	20.41%	54.45%	42.46%	3.10%	2.46%	38.52%	3.10%				
☐		Search, Southampton, 1/31/1/2023			38.00	0.00	£266.21	6,427	£21.03	£16,115.95	22561851842	34	326	£21.03	11.66%	33.02%	43.74%	23.25%	22.38%	20.36%	23.25%				
☐		Search_Performance_1 1/31/1/2023			35.00	0.00	£227.47	17,048	£21.46	£11,641.67	23266210993	45	534	£21.46	6.55%	25.99%	46.91%	27.05%	25.54%	18.17%	27.20%				
☐		Search, Salisbury, 1/31/1/2023			25.00	0.00	£273.53	3,153	£33.66	£5,338.11	23646368015	31	176	£33.66	14.20%	40.06%	46.86%	13.07%	12.29%	17.32%	13.07%				
☐		Search Campaign - Southampton (Mar/9/23)			20.95	0.00	£311.28	2,812	£56.22	£5,652.01	23824836266	24	116	£56.22	55.86%	42.17%	1.87%	1.76%	39.16%	1.97%					
☐		Search Campaign - Salisbury (Mar/9/23)			17.00	0.00	£264.28	2,592	£64.48	£4,642.71	23819015049	20	101	£64.48	16.63%	39.99%	52.80%	7.27%	6.38%	26.44%	7.27%				

Overview Custom Jan 1, 2024 – Aug 1, 2026 < > Show last 30 days

