

Mobile Auto Detailing

Google Ads Lead Generation Case Study | Tennessee, United States

OBJECTIVE Bookings & phone calls	CAMPAIGN TYPE Google Search Ads	MEDIA BUDGET \$45/day ~\$1,350/month
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Project Overview

Industry: Automotive Services Business: Mobile Car / Auto Detailing Location: Tennessee, United States Campaign type: Google Search Ads Main goals: Booking and phone calls Date range: Feb 1, 2024 - Aug 1, 2026 Audience: All audience targeting	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
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High-Intent Keyword Focus

• mobile car detailing near me	• mobile auto detailing near me
• at home car detailing near me	• mobile car cleaning service near me
• car detailing at home near me	• mobile car cleaning near me
• home car detailing near me	• traveling car detailing near me
• auto detailing near me mobile	• car detailing near me
• auto detailing near me	•

Strategy focus: Target local, high-intent searches from customers looking for mobile or at-home detailing. Campaign management included search-term refinement, negative keywords, conversion tracking, bidding and budget optimization, and ad-copy testing to improve booking and call performance.
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Performance Highlights

The figures below are taken directly from the supplied Google Ads screenshots.

19.5K Clicks	472,263 Impressions	15.11% Conv. rate	\$0.80 Avg. CPC
3K Conversions	20 Phone calls	\$5.20 Cost / conversion	\$15.6K Cost

Campaign Performance Snapshot

Campaign	Clicks	Impr.	Phone calls	Conversions	Conv. rate	Cost / conv.
Location Based - Franklin / Brentwood / Spring-Hill	5,659	67,075	14	2,211.67	39.08%	\$3.65
New Location - \$50 ad budget	968	9,765	6	561.44	58.00%	\$9.79
General - PMAX	1,406	58,639	0	117.00	6.58%	\$7.09
Rafayet Search Campaign (Oct 22, 2025)	272	3,979	0	50.00	18.38%	\$11.40
Junk Removal	90	377	0	42.33	47.04%	\$0.91
JS Mobile Detailing - Membership Plans	45	1,178	0	14.00	31.11%	\$4.73
Auto Detail Campaign	13	181	0	2.50	19.23%	\$4.79
Winter Interior Detailing Campaign	11,013	331,039	0	0.00	0.00%	\$0.00

KEY RESULT

3K conversions and **20 phone calls** are shown in the filtered campaign view, with a displayed **15.11% conversion rate** and **\$5.20 cost per conversion**. The account table also shows 19,471 clicks and \$15,599.20 spend for the displayed non-removed campaigns.

Optimization & Measurement

Tracking foundation GA4 + GTM Conversion tracking Enhanced Conversions Phone-call measurement Booking-focused conversion setup	Ongoing optimization Keyword refinement Negative keywords Search-term optimization Bid & budget optimization Ad copy/testing Multiple Search campaigns
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Google Ads Performance Proof

Screenshots supplied from the Google Ads account and used as the source for the performance figures in this case study.

Campaign-level results: clicks, impressions, phone calls, conversions and cost per conversion

Campaigns										View (2 filters)		Feb 1, 2024 – Aug 1, 2026										Show last 30 days	
All campaigns																							
										Custom													
										Search													
										Segment													
										Columns													
										Reports													
										Download													
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