

SureTek Electric

Google Ads Lead Generation Case Study | Calgary, Alberta, Canada

OBJECTIVE

Calls & qualified leads

CAMPAIGN TYPES

Search + Performance Max

MEDIA BUDGET

CA\$300/day | ~CA\$9,000/month

Campaign Strategy

Industry: Electrical services

Location: Calgary, Alberta, Canada

Date range: Jan 1, 2025 - Jun 1, 2026

Main goals: Phone calls and lead generation

Audience: All audience targeting, with strong emphasis on high-intent electrical service searches.

Work completed

- Google Ads setup
- Keyword research
- Conversion tracking
- GA4 + Google Tag Manager setup
- Enhanced Conversions
- Negative keyword management
- Search-term optimization
- Bid and budget optimization
- Ad copy creation and testing

High-Intent Keyword Focus

• [electric vehicle charging station installation]	• commercial electrician calgary
• [charging station installation]	• [licensed electrician near me]
• install electric vehicle charger	• [smoke detector beeping]
• smoke alarm installation	• i need an electrician
• electric emergency	• ev charging near me
• carbon monoxide reader	• charging station cost
• electrician emergency	• fire alarm installation

Strategy: Capture high-intent electrical demand across EV charger installation, commercial electrical work, emergency electrician searches, smoke alarms and fire-safety related services, while continuously filtering irrelevant traffic and optimizing toward qualified leads.

Performance Highlights

Performance figures below are taken from the supplied Google Ads screenshots for Jan 1, 2025 - Jun 1, 2026.

18,529 Clicks	845,852 Impressions	1,412 Conversions
CA\$83,595 Spend	2.19% CTR	CA\$4.51 Avg. CPC
CA\$59.20 Cost / Conversion	7.48% Conversion Rate	543 Phone Calls

Campaign-Level Results

Campaign	Conversions	Phone calls	Clicks	Conv. rate	Cost / conv.
Leads-Performance Max-1	689.50	21	9,187	7.22%	CA\$5.92
SureTek (Mike)	510.83	375	6,483	7.88%	CA\$106.69
Secondary Services - Search	106.84	63	1,319	8.10%	CA\$99.37
Ads-Calls-Core	59.33	69	640	9.27%	CA\$125.43
Primary Services - Search	45.50	15	900	5.06%	CA\$152.87

Optimization & Measurement

Tracking foundation

- GA4 + GTM conversion tracking
- Enhanced Conversions configured
- Phone calls and lead actions measured
- Campaign performance evaluated using conversion rate, cost per conversion and call volume

Optimization work

- Search-term reviews and negative keywords
- Bid and budget adjustments
- High-intent keyword refinement
- Ad copy testing
- Search and PMax optimization based on lead quality and efficiency

KEY RESULT

1,412 conversions and 543 phone calls were recorded in the supplied campaign report, with a 7.48% conversion rate and CA\$59.20 average cost per conversion.

