Orange Leave
A Digital Marketing Agency

Case Study

- **Service:** Google Ads
- **Client :** Green Cleaning Company (TX)

Project Objectives

When Gmaids first approached us, their Google Ads campaigns were being managed internally but struggled to produce profitable results. Despite consistent spending, the campaigns lacked structure, targeting, and optimization, resulting in inconsistent leads and high acquisition costs. The business needed a reliable system that could generate qualified cleaning service inquiries while keeping marketing spend under control.

Our objective was to rebuild the advertising strategy from the ground up, turning an under-performing setup into a scalable lead generation engine that could consistently deliver high-quality bookings across their target Texas markets.

Turning expensive clicks into profitable cleaning contracts across Texas.

Project Overview

Most of the messaging focused on quick, one-off services, attracting price shoppers instead of loyal customers. The client wanted to shift their strategy toward recurring residential and commercial cleaning contracts while highlighting their commitment to non-toxic, eco-friendly cleaning solutions. However, their ads didn't clearly communicate these values, and the landing pages lacked good page speed for mobiles.

We rebuilt their entire Google Ads strategy from the ground up—refined targeting, rewrote ad copy to filter out unqualified leads, and speed optimized landing pages for smartphones.

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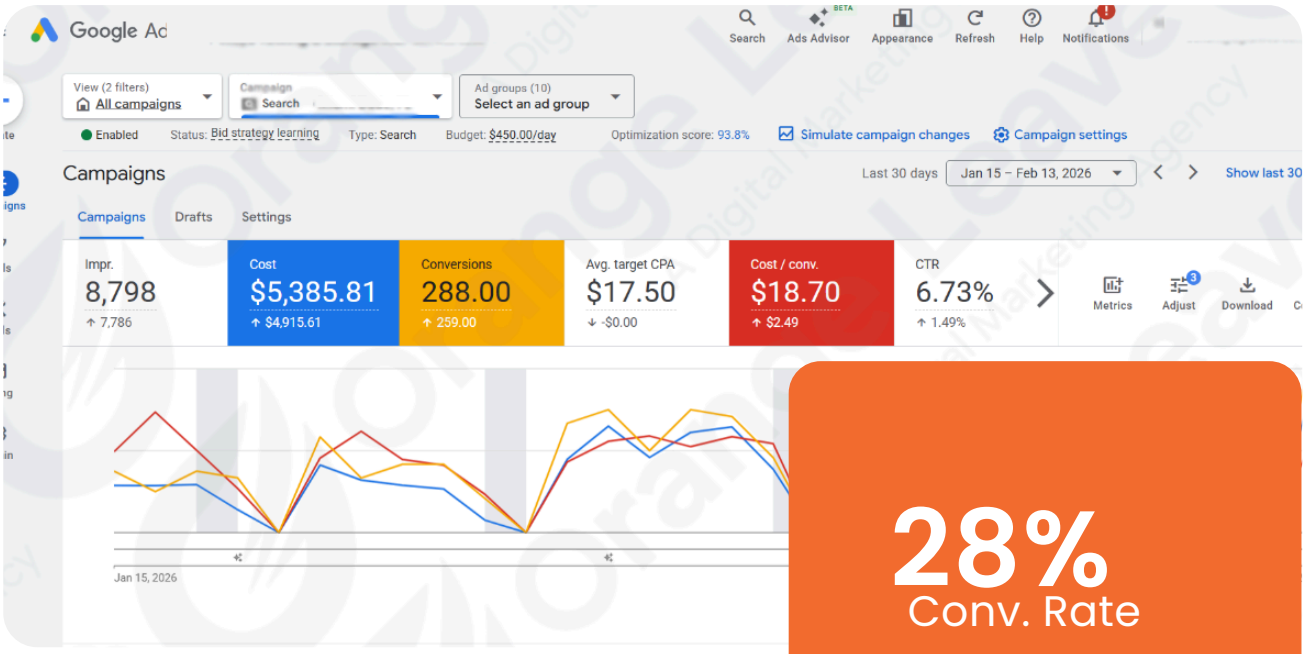

The Way We Perform And The Outcomes We Can Achieve

Our approach focused on precision targeting and conversion optimization to attract decision-makers at properties, office buildings, and rental facilities. We eliminated wasted spend and built a lead generation machine.

- Targeted high-intent commercial keywords
- Location-focused campaigns for business districts
- Mobile-optimized landing pages with click-to-call
- Implemented call and conversion tracking
- A/B tested trust-focused ad messaging

28%
Conv. Rate

Leads to a completed cleaning jobs

$18.7
Cost/Lead

Average cost to acquire a lead

4.8x
ROAS

Revenue generated vs. ad investment

Optimized keyword strategy from broad to exact/phrase match, lowering irrelevant traffic by 64%.

Intent-focused ad copy and call extensions drove a 58% increase in phone inquiries.

Conclusion

Within 45 days, we transformed their Google Ads account from a cost center into their most reliable revenue driver. Cost per conversion dropped to $18.70—a 45% reduction from where they started. More importantly, lead quality improved dramatically with 28% of clicks converting into actual business inquiries. The client now has a predictable flow of commercial contracts and has expanded their service capacity to handle the increased demand. They've scaled their monthly ad budget by 2.3x because the ROI finally makes sense, proving that the right strategy and execution can turn paid advertising into a true growth engine.