

From Testing to Triumph:

How Budget Blinds NAF Enhanced Conversion Rates with Google Ads

Budget Blinds, a leader in custom window coverings, sought to enhance its digital marketing efforts through a strategic Google Ads national campaign.

They aimed to increase lead generation and improve cost efficiency, ultimately driving more sales and higher conversion rates.



The Challenge

Budget Blinds NAF faced the challenge of optimizing its ad spending to generate more leads while reducing the cost per lead (CPL).

They needed a robust strategy to improve their campaign performance and maintain high conversion rates.



The Strategy

AdMax Local developed a comprehensive strategy that leveraged advanced bidding strategies and campaign consolidation. The critical components of the strategy included:

- Testing and rolling out the Target Cost-Per-Action (tCPA) bidding strategy.
- Consolidating campaigns to streamline management and improve performance metrics.



The execution of the Google Ads campaign involved several critical steps to ensure success:

- **tCPA Bidding Strategy:** AdMax Local tested the tCPA bidding strategy across several campaigns. This approach allowed automated bidding to achieve a target cost per action, optimizing ad spending to generate more conversions at a lower price. Upon successful testing, the tCPA strategy was rolled out across a broader range of campaigns to maximize its impact.
- **Campaign Consolidation:** Campaigns were consolidated to streamline the management and improve performance. This involved grouping similar campaigns to reduce redundancy and enhance the overall efficiency of the ad management process. Consolidation helped better budget allocation and enhanced focus on high-performing keywords and ad groups.
- **Continuous Monitoring and Optimization:** The campaign was closely monitored, with regular adjustments made to bidding strategies, keywords, and ad placements based on real-time performance data. This iterative approach ensured the campaign remained effective and responsive to market changes.



The Results

The Google Ads campaign for Budget Blinds NAF delivered impressive results. Key outcomes included:

- Conversion rates increased in the second half of 2023 and maintained elevated levels into the first two months of 2024. This sustained improvement demonstrated the effectiveness of the tCPA bidding strategy and campaign consolidation.
- In January 2024, total leads were near the record set in August 2023, with a 6% lower CPL. This achievement highlighted the campaign's efficiency in generating high-quality leads at a reduced cost.
- The optimized bidding strategy and consolidated campaign structure contributed to a more cost-effective lead generation process, maximizing the return on ad spend.

