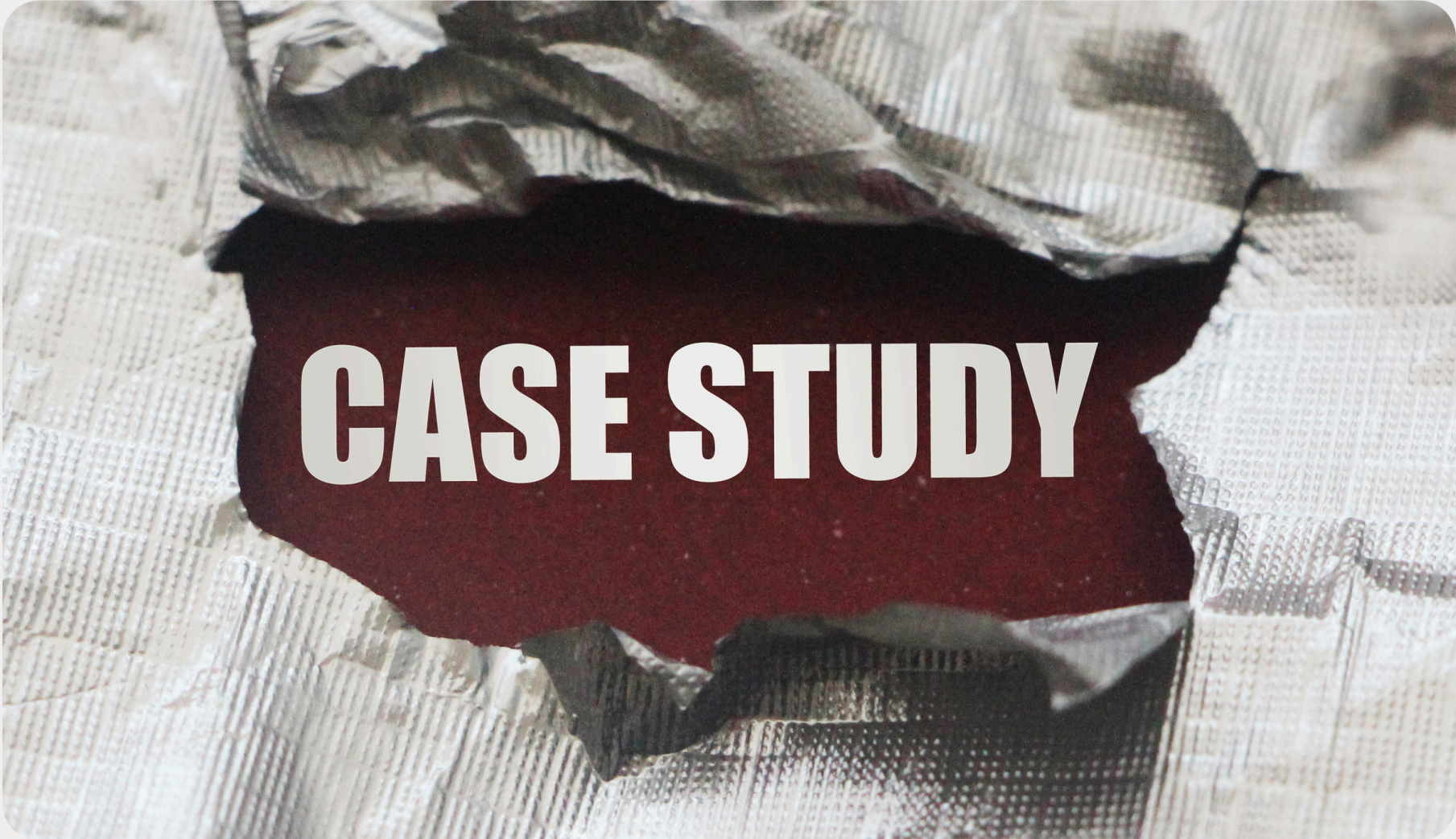


Case Study:

From Inconsistent Leads → Predictable Growth

Australian Marketing Agency

What actually changed?



CASE STUDY

THE SITUATION

A few weeks ago, they reached out.

Not beginners.

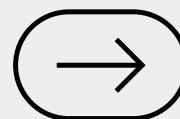
Not low budget.

But results were unstable.

Leads inconsistent.

Costs rising.

Confidence dropping.



THE REAL PROBLEM

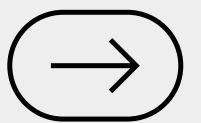
Nothing looked “broken”.

Campaigns were active.

Traffic was coming in.

But conversions were almost zero.

That’s where most businesses
get stuck.



WHAT DATA SHOWED

Search Impression Share: ~32–40%
Lost IS (Rank): ~70%

High CPC
Low quality traffic

Not a budget issue.
A competitiveness issue.

Search

Ads Advisor

Appearance

Refresh

Help

Notifications

thesandymedia@gmail.com

Campaigns

View (2 filters)
All campaigns

8 days ago

Apr 1, 2026

Show last 30 days

₹0.00

Apply all

View

+

Add filter

Search

Segment

Columns

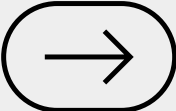
Reports

Download

Expand

More

☐	Campaign	Cost / conv.	Conversions	Cost / all conv.	Value / all conv.	Search impr. share	Search lost IS (budget)	Search lost top IS (rank)	Bid strategy type	Conv. rate
☒	Drafts in progress: 1									
☐		₹0.00	0.00	–	–	32.61%	0.00%	78.26%	Maximi convers	0.00%



OUR DECISION

We didn't scale.

We didn't tweak.

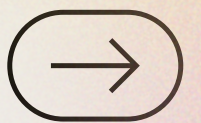
We rebuilt the system.



WHAT WE FIXED

- ✓ Intent-based structure (not more keywords)
- ✓ High-CTR messaging (problem + outcome)
 - ✓ Removed non-commercial traffic
 - ✓ Strong ad coverage & relevance

Every change = better signals



THE HARD PART

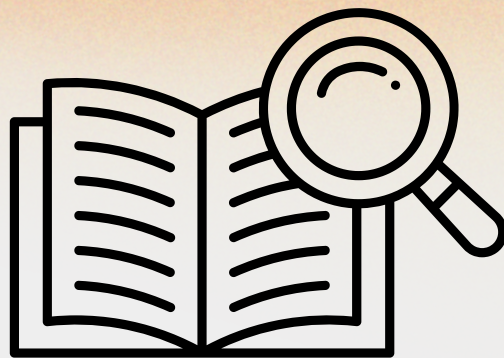
We stopped “over-optimizing”.

No daily changes.

No emotional decisions.

Just clean data + patience.

This is where most accounts fail.



WHAT CHANGED

Within 8 days:

Lost IS (Rank): 70% → 13%

Conversions: 0 → consistent

Cost per conversion

dropped significantly

SearchAds AdvisorAppearanceRefreshHelpNotifications

thesandymedia@gmail.com

Campaigns

View (2 filters)
All campaigns

YesterdayApr 8, 2026Show last 30 days

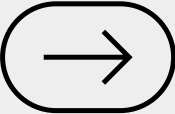
₹0.00

Apply allView

+Add filter

SearchSegmentColumnsReportsDownloadExpandMore

☐	Campaign	Cost / conv.	Conversions	Cost / all conv.	Value / all conv.	Search impr. share	Search lost IS (budget)	Search lost top IS (rank)	Bid strategy type	Conv. rate
☒	Drafts in progress: 1									
☐		₹778.23	3.00	₹466.94	558.66	36.84%	52.63%	13.16%	Maximizers	75.00%



THE TURNING POINT

New problem appeared:

Lost IS (Budget): **50%+**

Meaning?

The system is now ready to scale.



KEY INSIGHT

Most businesses try to scale too early.

Or quit too soon.

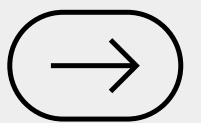
Growth doesn't come from spending more.

It comes from fixing what's weak.



FINAL TAKEAWAY

Better inputs →
Better signals →
Better results
Simple.
Not easy.

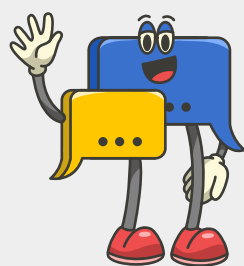


We don't just run campaigns.

We build acquisition systems.

If your growth feels inconsistent —
there's always a reason.

— Sandy Media



DM "AUDIT"