

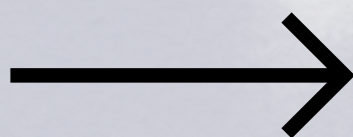


SANDYMEDIA[®]

A company was generating leads.
But their Google Ads performance
kept fluctuating.

Some days CPL looked great.

Some days it spiked for no
clear reason.



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SWIPE

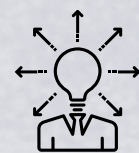
This was a home security company in the US.
Their demand system had everything running together:



CALL
CAMPAIGNS



SEARCH
CAMPAIGNS



BRAND
TRAFFIC



COMPETITOR
TARGETING

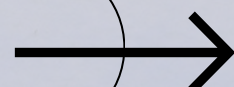


ONGOING
EXPERIMENTS

LEADS WERE COMING IN.
BUT THE RESULTS WEREN'T PREDICTABLE.

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The issue wasn't demand.

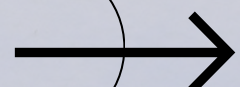
The issue was overlap.

Multiple campaigns were
competing for the **same signals.**

And when that happens,
Google starts redistributing
traffic constantly.

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One day:

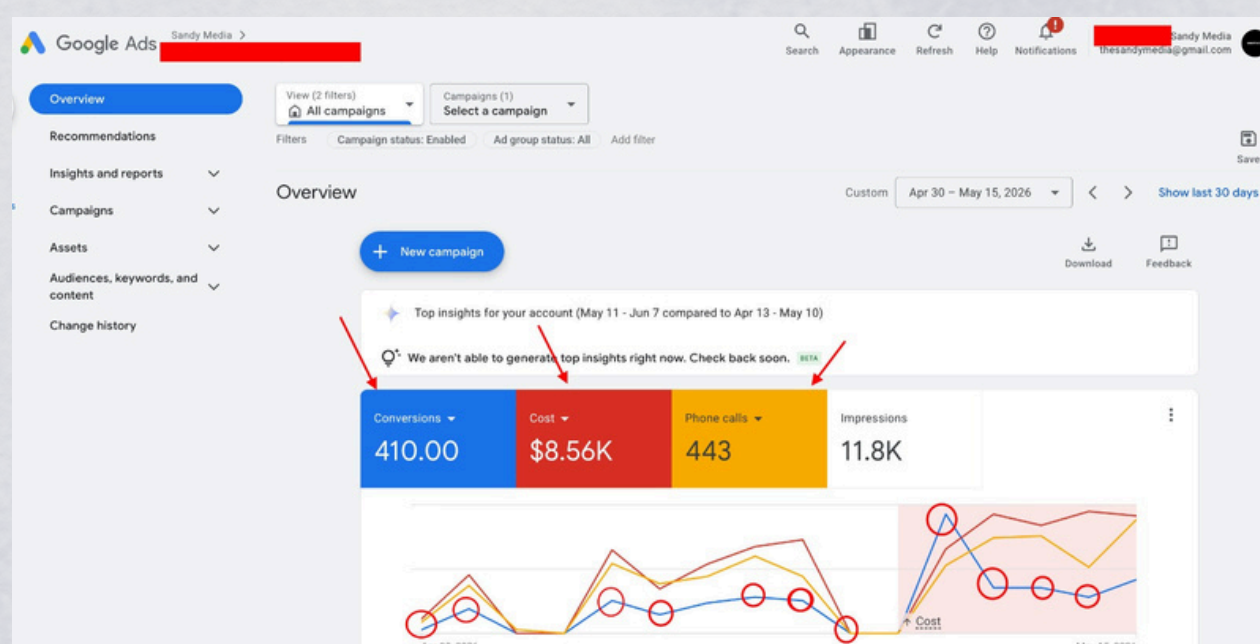
CPL looks fantastic.

Next day:

Costs spike.

Next week:

Leads drop.



**Nothing changed in the market.
But the system kept fighting itself.**

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When performance fluctuates, most businesses:



**Increase
budget**



**Change
creatives**

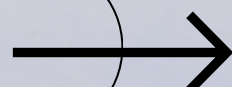


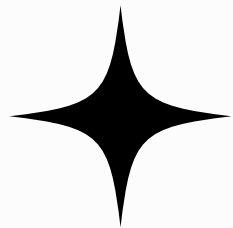
**Launch
more
campaigns**

**But that rarely fixes the core issue.
Because the problem isn't activity.
It's architecture.**

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**Instead of adding more
campaigns...**

**We redesigned the entire
acquisition system.**

**We separated it into four clear
layers.**

Each with one job.

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Call Supply Engine

Maintains stable daily demand.

Efficiency Layer

Focused on lowering acquisition cost.

Price Comparison Layer

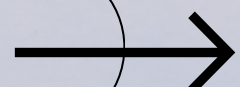
Captures buyers evaluating options.

Testing Environment

Where new ideas are validated without disturbing revenue campaigns.

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Once each layer had a clear role:

Performance stabilized.

Acquisition costs became predictable.

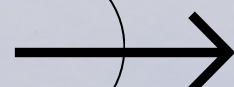
Scaling became easier.

Not because we ran more ads.

Because we built a better system.

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Growth doesn't come from running more campaigns.

It comes from building structured demand systems.

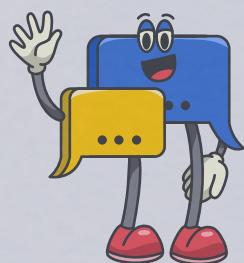
That's how we approach Google Ads at Sandy Media.

Not just running ads.

But building acquisition engines companies can scale with
confidence.

DM, If your results fluctuate despite steady spend,
The issue is often structural.

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DM "AUDIT"



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