

Case Study:

Scaling Google Ads for a US Home Security Company



Residential Home Security & Alarm Systems
Provider

**From low confidence → predictable, relevant
call volume**

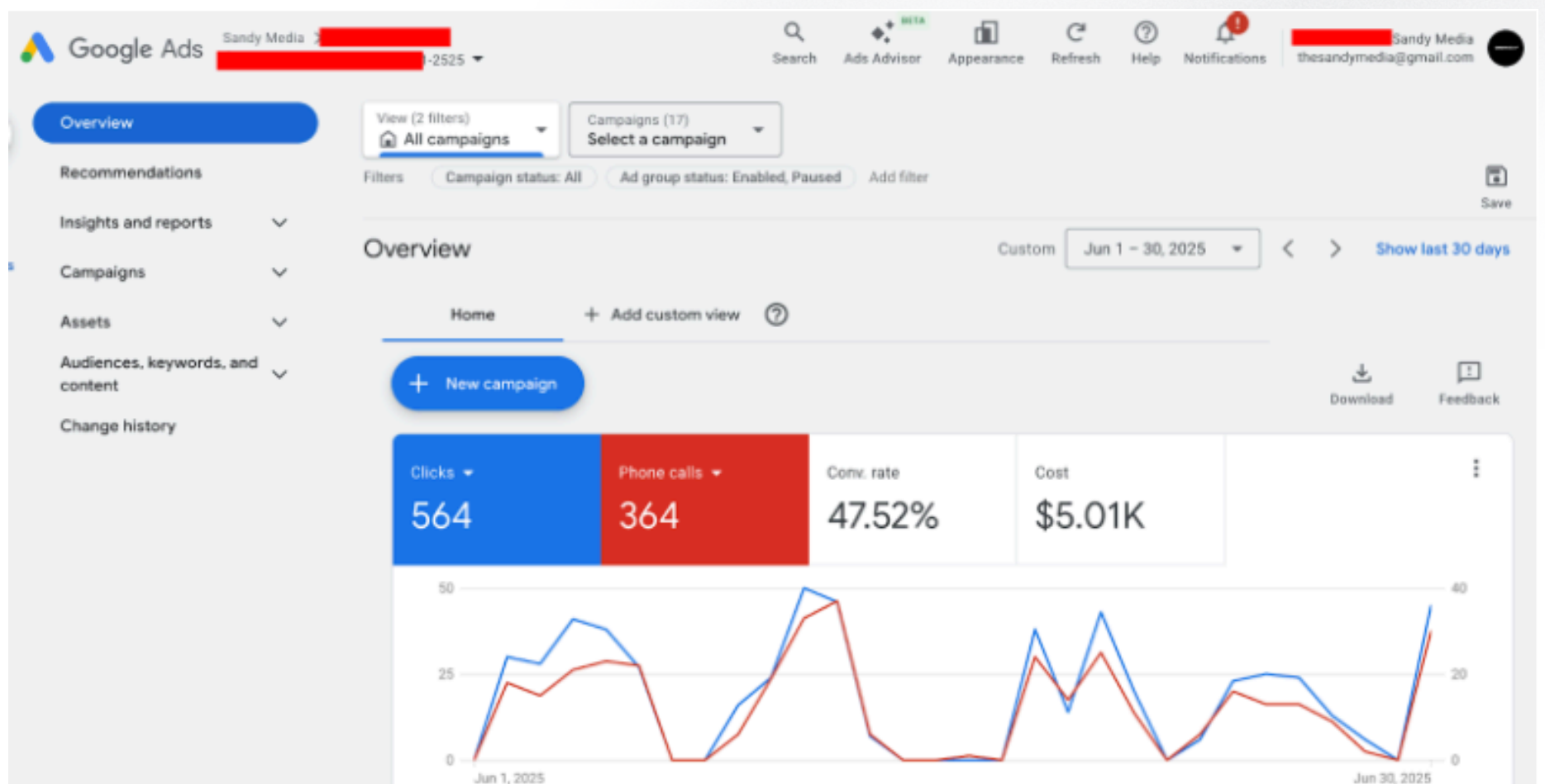
A couple of months back, a
US-based home security
company reached out to us.

They had the capacity to spend
\$30,000/month,
but due to poor past results, they were only
spending \$5000–\$7,000/month.



Why they were stuck:

- Only 300–470 calls/month
- 67%+ calls were irrelevant
- No clarity on which keywords were actually driving calls



Their goal was clear:

- Improve call quality before increasing spend.

During the audit, a few things stood out:

No proper conversion tracking

Calls were happening, but keyword-level visibility was missing — making optimisation guesswork.

High irrelevant spend

Around 20–25% of keywords were not relevant, yet consuming a large part of the budget.
That's why traffic was poor and cheap.

Poor Quality Score

This resulted in:

- High CPCs
- Weak visibility
- Inefficient use of budget in a high-cost US market



Instead of pushing spend, we focused on control.



✓ Rebuilt the campaign structure

Campaigns were created based on keyword cost and intent — not assumptions.

✓ Smart budget allocation

Budget was split across 3 focused campaigns to stabilise call flow at 80–100 calls/day.

✓ Landing page redesigned from scratch

Clear messaging, faster load speed, and a call-first layout.

✓ Real-time bidding & feedback-led optimisation

Decisions were driven by actual call flow and call quality — not just dashboard metrics.

Once data became stable (after ~45 days):



- Created a match list
- Identified repeat converting patterns
- Launched 2 additional campaigns
- Built a separate Texas-focused campaign, as Texas was delivering stronger customers

Scaling happened after confidence, not before.

Within 5 months:

📞 1,619 calls per month (November Result)

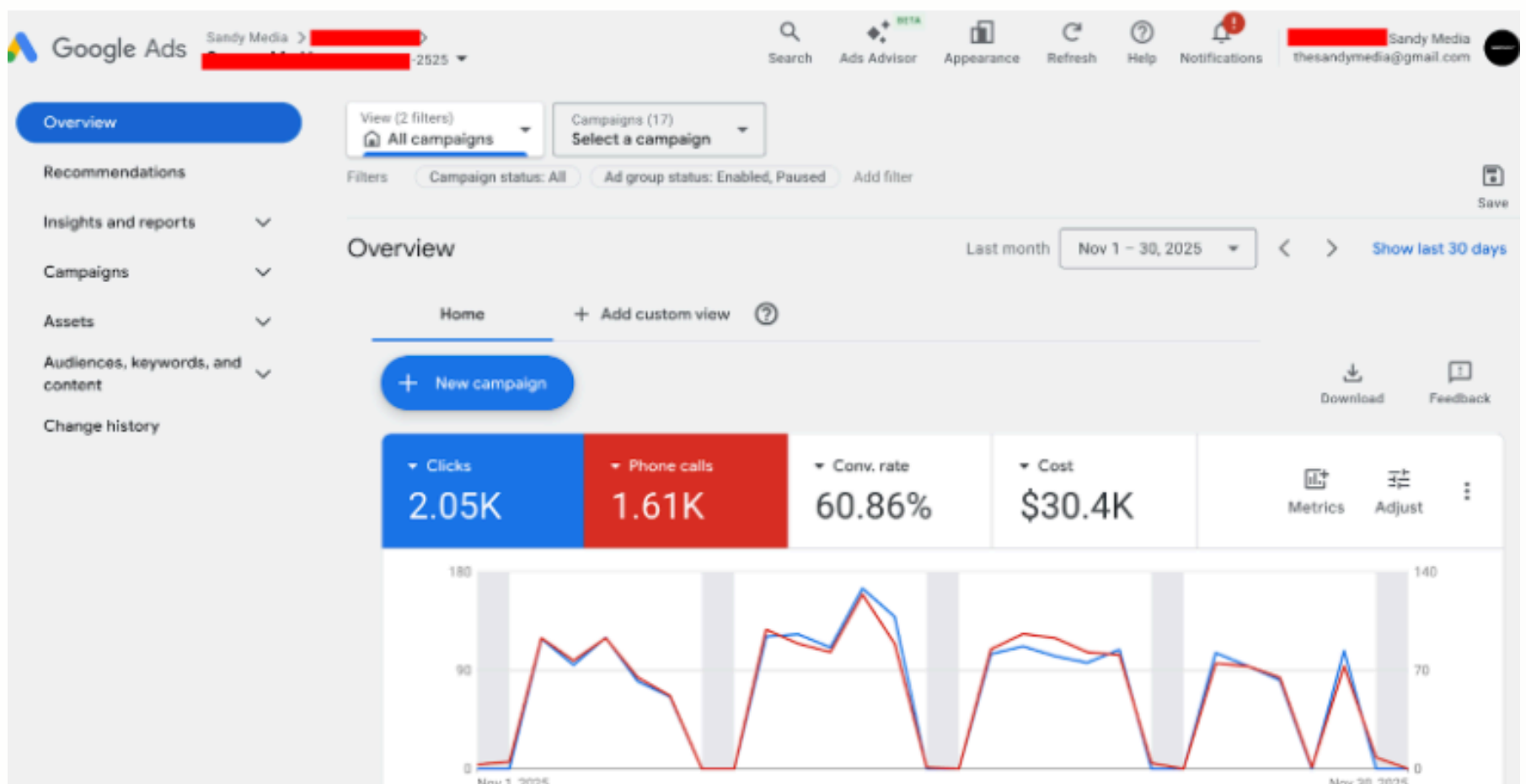
🎯 92.7% call relevancy

💰 \$30.4K monthly ad spend — scaled with confidence

Same market.

Same platform.

A much stronger system.



Google Ads doesn't scale on hope. It scales on:

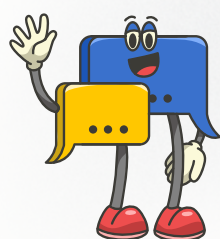
- Clean tracking
- Strong structure
- Patient optimisation



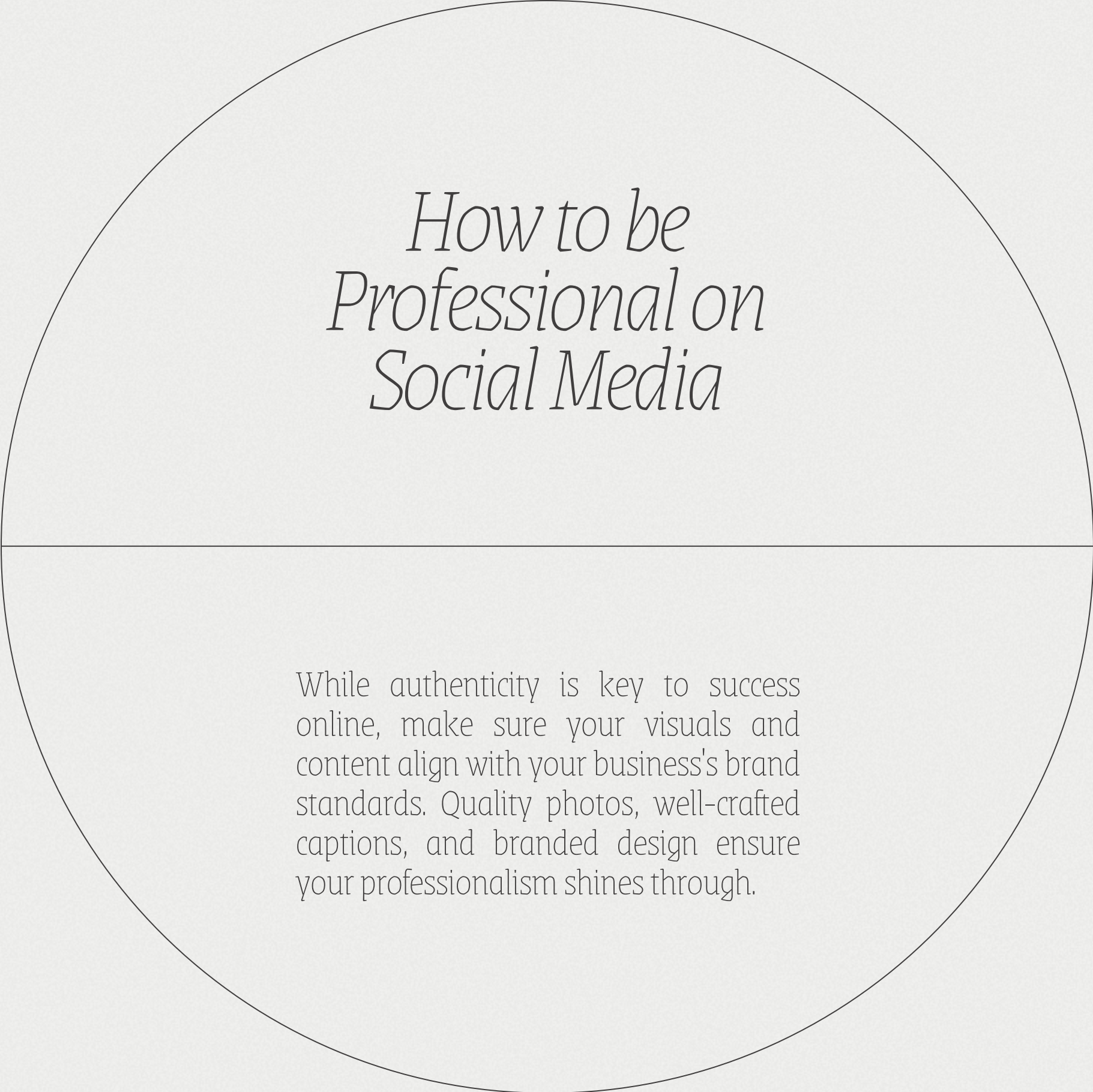
Once the foundation is right,
confidence — and budget — follow.

SANDYMEDIA®

Want us to audit your Google Ads the same way?



DM "AUDIT"



How to be Professional on Social Media

While authenticity is key to success online, make sure your visuals and content align with your business's brand standards. Quality photos, well-crafted captions, and branded design ensure your professionalism shines through.

**NOT EVERY GOOGLE ADS
ACCOUNT DESERVES
MORE BUDGET.**



Scaling isn't a reward.
It's a responsibility.

**MOST BUSINESSES TRY
TO FIX PERFORMANCE BY
INCREASING SPEND.
WE DO THE OPPOSITE.**

Before we scale, we ask one question:
Is the system stable enough to handle more money?
If not, scaling will only amplify inefficiencies.



WE DON'T SCALE BASED ON ONE GOOD WEEK.

We look for:

- Stable performance over **30–45** days
- No sharp volatility in CPL
- Predictable daily lead flow



If results swing wildly, the system
isn't mature yet.

Stability comes before growth.

CHEAP LEADS DON'T MATTER. QUALIFIED LEADS DO.

We validate:

- Cost per qualified call/lead
- Sales feedback consistency
- Lead-to-sale conversion trend



If quality fluctuates, scaling increases waste.

**70-80% OF LEADS OFTEN
COME FROM MOBILE.**

Before scaling, we check:

- Mobile vs desktop CPL
- Landing page load speed
- Call performance by device



**If mobile experience is weak,
more spend = more leakage.**

NOT ALL LOCATIONS PERFORM EQUALLY.

We analyse:

- State-level performance
- Cost vs conversion quality
- Regional buying behavior



**If mobile experience is weak,
more spend = more leakage.**

We look for patterns, not spikes.

- Are certain keywords consistently converting?
- Are specific match types stable?
- Is there repeat conversion behavior?



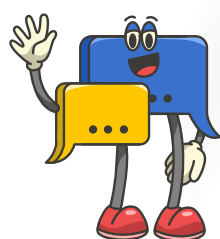
**Scaling works best
when patterns are clear.**

Without patterns, scaling is gambling.

**WE DON'T SCALE BECAUSE
CLIENTS ARE EXCITED.
WE SCALE WHEN THE SYSTEM
PROVES IT'S READY.**

That's how:
Budgets grow.
Confidence grows.
And the results compound.

Want to know if your **Google Ads**
are truly ready to scale?



DM "AUDIT"