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Google Ads Specialist

Lead Generation

Search Campaigns

Call Conversions

Conversion Tracking

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GOOGLE ADS CASE STUDY

Blueviel

Pool Cleaning & Maintenance | Miami, Florida

**71% More Conversions at a 35%
Lower Cost per Conversion**

Case Study Period: February 2026 – April 2026

+71%

Conversions (Feb → Apr)

-35%

Cost per Conversion

+58%

Phone Calls

Tushar | Google Ads Specialist

The Client & The Objective

About Blueviel

Blueviel is a Miami pool service company covering residential, luxury and commercial pools across Miami-Dade — rated 4.9★ from 400+ Google reviews, with 30+ team members and 24/7 emergency service.

Website

blueviel.com

Core Services

Pool cleaning • Green pool recovery • Equipment maintenance • Acid wash • Emergency service

Account Condition at Start

High cost per conversion • Campaigns limited by budget and bid strategy

Engagement Focus

Turn more Google Ads spend into phone calls and quote requests — efficiently and predictably.

The Objective



Generate more phone calls and quote requests from Miami-Dade pool owners



Lower the cost of every conversion, so each ad dollar works harder



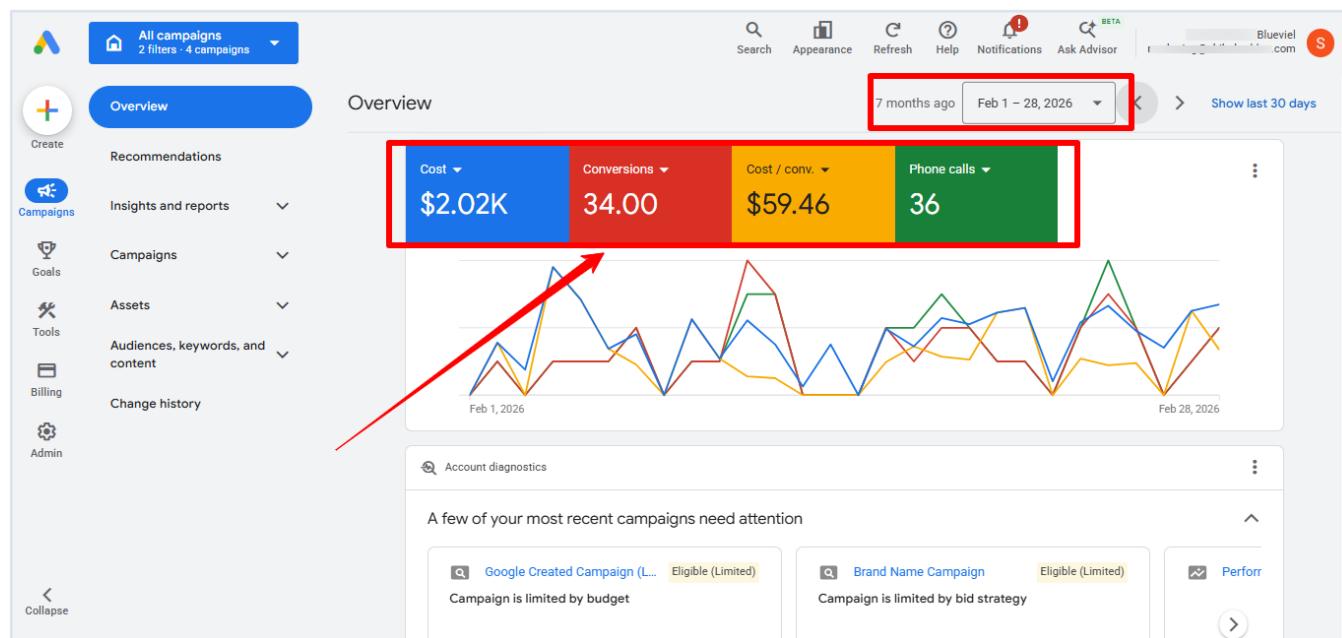
Remove budget and bid-strategy limits that were holding campaigns back



Build a data-driven account that can scale month after month

The Starting Point — February 2026

Account performance before optimization



\$2.02K

Ad Spend

34

Conversions

\$59.46

Cost per Conversion

36

Phone Calls

Account Snapshot

- Each conversion cost \$59.46 — nearly \$60 — on \$2.02K of monthly spend, leaving little efficiency to scale from.
- Account diagnostics flagged campaigns as limited: a Google-created campaign by budget, the Brand Name campaign by bid strategy.
- Conversions (34) and phone calls (36) were low for the spend — clear room to improve lead volume and efficiency.

The Strategy: Audit, Optimize, Scale

1

Audited Tracking & Account Setup

Reviewed conversion actions, call tracking and campaign settings so every decision could rest on accurate data.

2

Removed Budget & Bid Limits

Addressed campaigns flagged as limited by budget or bid strategy so spend could reach the searches that matter.

3

Focused on High-Intent Searches

Tightened keywords, negatives and ad copy around Miami pool-service intent — cleaning, green pool recovery and repairs.

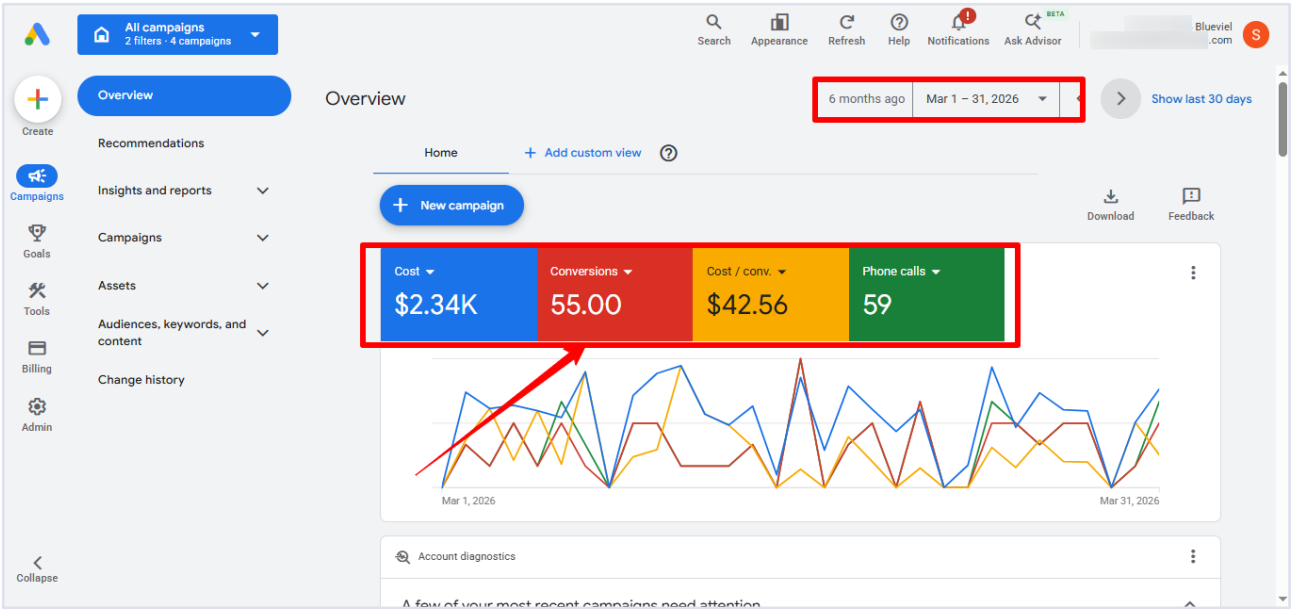
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Continuous Optimization

Reviewed search terms, bids and ads month after month, compounding the gains from February through April.

The Results — March 2026

The first full month after optimization

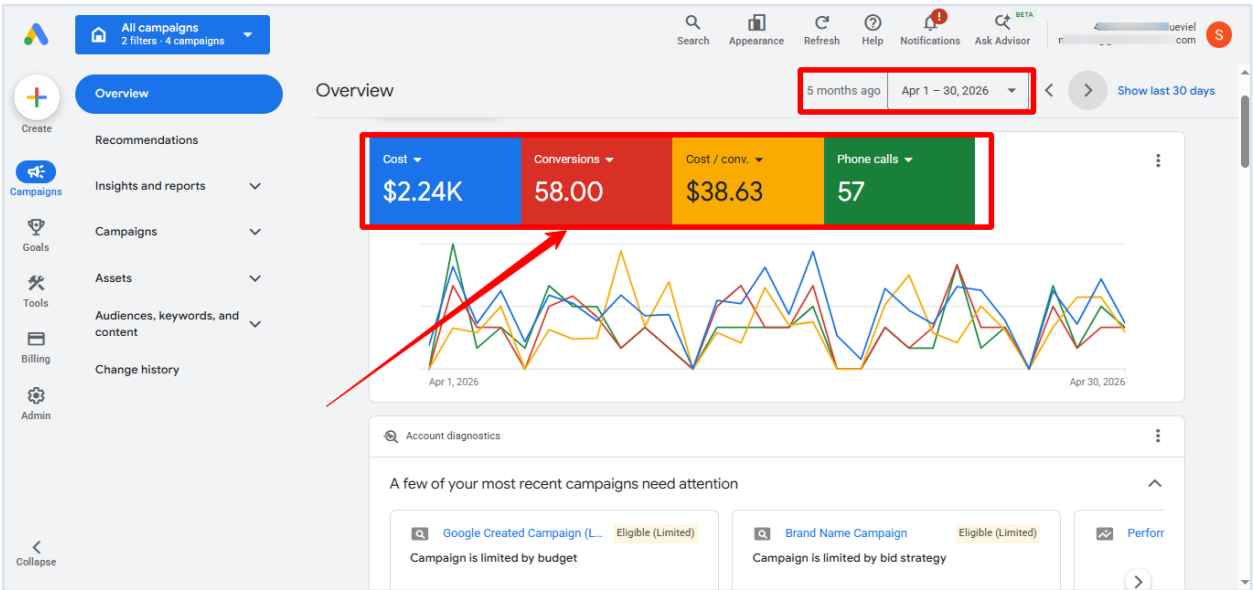


	FEB		MAR	
Conversions	34	→	55	+62%
Cost / Conv.	\$59.46	→	\$42.56	-28%
Phone Calls	36	→	59	+64%
Ad Spend	\$2.02K	→	\$2.34K	+16%

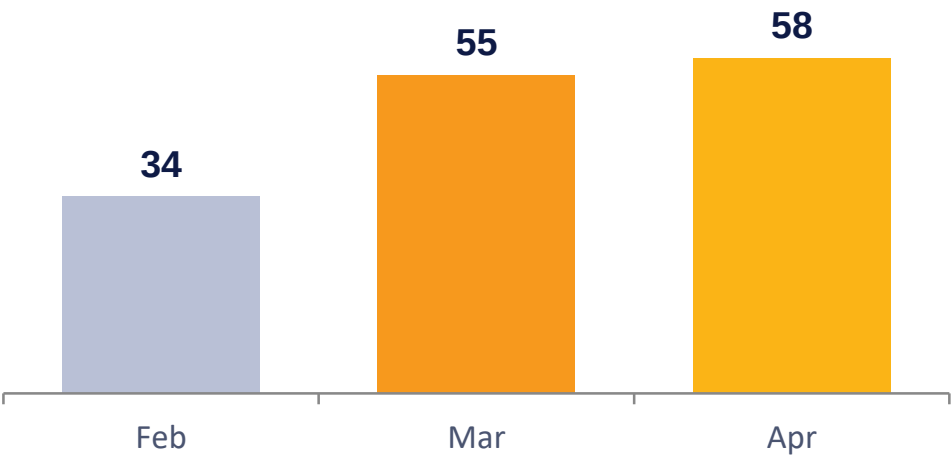
Conversions jumped 62% on only 16% more spend — every ad dollar started working harder, with cost per conversion falling from \$59.46 to \$42.56.

Sustained Growth, Not a One-Month Spike

April 2026 held the gains and improved efficiency again



Monthly Conversions



Cost per Conversion

Feb \$59.46 → Mar \$42.56

Apr \$38.63

Ad Spend

Feb \$2.02K → Mar \$2.34K

Apr \$2.24K

Phone Calls

Feb 36 → Mar 59

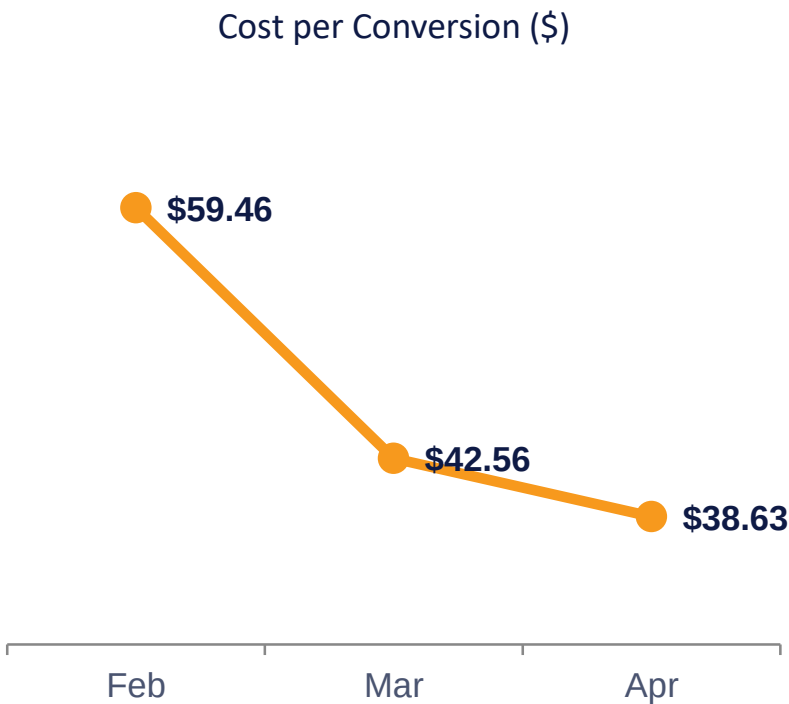
Apr 57

Conversions climbed from 34 to 58 in two months while cost per conversion kept falling — a repeatable improvement, not a one-month spike.

The Three-Month Scorecard

February baseline vs. March and April

Metric	Feb	Mar	Apr	Feb → Apr
Conversions	34	55	58	+71%
Cost / Conversion	\$59.46	\$42.56	\$38.63	-35%
Phone Calls	36	59	57	+58%
Ad Spend	\$2.02K	\$2.34K	\$2.24K	+11%



Ad spend grew about 11%, but conversions grew 71% — the account got meaningfully more efficient as it scaled.

The Bottom Line

February 2026 → April 2026

+71%

Conversion Growth

34 → 58 per month

−35%

Cost per Conversion

\$59.46 → \$38.63

+58%

Phone Call Growth

36 → 57 calls

+24

Extra Conversions / Month

on only ~11% more spend

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Get a Google Ads strategy tailored for your business.
Share your goals and let us turn clicks into calls and customers.

BOOK A CALL



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- ✓ Lead Generation & Search Campaigns
- ✓ Google Ads Strategy Specialist
- ✓ Call Conversion Tracking Expert
- ✓ 71% Conversion Growth Delivered
- ✓ 35% Lower Cost per Conversion