

Integra Tire and Auto Center Wetaskiwin Google Ads Case Study: Generating High-Intent Phone Leads Through Search Advertising

Overview

A local service-based business approached us with a clear objective: generate qualified phone call leads from Google Search while maintaining a cost-efficient acquisition strategy.

The client wanted to increase visibility among customers actively searching for their services, improve lead quality, and maximize return on ad spend through a highly targeted Google Ads campaign.

The Challenge

The client faced three key challenges:

- Limited visibility for high-intent search queries
- Increasing competition within Google Search results
- Need for qualified phone inquiries rather than low-intent website traffic

The primary goal was to drive phone calls from users actively searching for relevant services while maintaining an efficient cost per acquisition.

Strategy

To achieve the campaign objectives, we implemented a focused search advertising strategy.

Keyword Targeting

We targeted commercial-intent keywords that indicated strong buying intent, ensuring ads were shown to users actively looking for solutions.

Ad Copy Optimization

Our ad messaging focused on:

- Clear value propositions
- Strong calls-to-action
- Service-specific messaging
- Trust-building elements

Conversion-Focused Campaign Structure

The campaign was structured around lead generation objectives with:

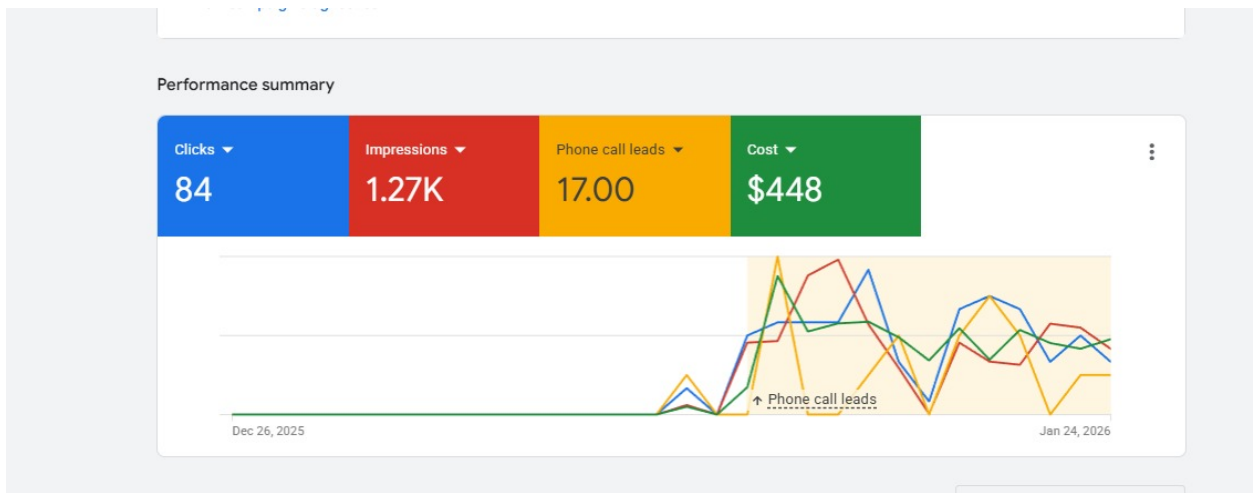
- Phone call extensions
- Optimized bidding strategies
- Conversion tracking implementation
- Geographic targeting refinement

Search Impression Optimization

A major focus was on increasing visibility in premium ad placements to maximize lead opportunities.

Campaign Performance

Google Ads Results



Metric

Result

Clicks	85
Impressions	1,273
CTR	6.68%
Cost	CAD \$447.69
Average CPC	CAD \$5.27
Phone Call Leads	17
Conversion Rate	20.00%
Cost Per Lead	CAD \$26.33

Lead Generation Performance

The campaign generated:

17 Qualified Phone Call Leads

These leads came directly from high-intent search traffic and represented potential customers actively looking for the client's services.

20% Conversion Rate

One out of every five visitors who clicked the advertisement converted into a tracked lead.

This conversion rate significantly outperformed typical search advertising benchmarks, demonstrating strong alignment between keywords, ad copy, and user intent.

Efficient Lead Acquisition

The campaign maintained a cost per lead of just:

CAD \$26.33

This allowed the client to acquire qualified inquiries while maintaining advertising efficiency.

Search Visibility Results

Premium Ad Placement

The campaign achieved:

- 62.52% Top Impression Rate
- 49.17% Absolute Top Impression Rate

This means the advertisements frequently appeared at the top of Google Search results, maximizing visibility and increasing the likelihood of user engagement.

Strong Engagement Metrics

The campaign delivered:

- 1,273 targeted impressions
- 85 qualified clicks
- 6.68% click-through rate

The CTR demonstrated strong ad relevance and effective audience targeting.

Additional User Engagement

Beyond phone call leads, the campaign generated:

- 53 engagement actions
- 11 direction requests
- 4 page views linked to tracked goals

These actions indicate broader customer interest and additional opportunities for future conversions.

Business Impact

Increased Lead Volume

The campaign consistently generated phone inquiries from users actively searching for the client's services.

High-Intent Traffic

Search advertising attracted prospects who were already in the decision-making stage of the buyer journey.

Cost-Efficient Acquisition

The combination of a 20% conversion rate and CAD \$26.33 cost per lead created a highly efficient lead-generation channel.

Improved Search Presence

Strong impression share and top-of-page visibility helped the client compete effectively against other advertisers in the market.

Results at a Glance



1,273 Search Impressions



85 Qualified Clicks



17 Phone Call Leads



20% Conversion Rate



CAD \$26.33 Cost Per Lead



62.52% Top Impression Rate



49.17% Absolute Top Position Rate

Conclusion

Through a focused Google Search Ads strategy, the campaign successfully generated qualified phone call leads while maintaining excellent cost efficiency.

The combination of strong click-through rates, high conversion rates, premium search visibility, and low cost per lead demonstrates how a well-optimized Google Ads campaign can become a reliable source of high-intent business inquiries and sustainable growth.