

Case Study: Cutting Edge

Turning Paid Search Into a More Efficient Growth Engine

+383%

Increase in Monthly Leads
6 in March → 29 in August

-76%

Cost Per Lead
\$184 → \$44

ONLY +16%

Increase in Monthly
Ad Spend

While monthly leads increased **383%**.

Cutting Edge Lawn Service has built its reputation by delivering high-quality landscaping, lawn care and irrigation services with an emphasis on craftsmanship, consistency and long-term customer relationships. The opportunity was to bring that same level of precision to its digital marketing.

Over a six-month period, the paid search strategy was continually refined to focus less on generating traffic and more on reaching the people most likely to become customers.

The result: significantly more leads, at a fraction of the original acquisition cost.

The Challenge

For a local service business, generating clicks isn't the goal. Generating qualified opportunities is.

The challenge was to improve Cutting Edge's Google Ads performance without simply solving the problem by spending more money. The campaign needed to become more selective: identifying the searches, audiences and behaviors most likely to result in an actual inquiry.

In March 2026, the campaign generated just 6 leads at an average cost of \$184 per lead. That became the starting point.

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The Strategy

Rather than chasing more impressions and clicks, the strategy focused on greater precision. Over the next six months, targeting was progressively tightened around the searches producing real opportunities. Lower-value traffic was reduced while the campaign became more competitive in the searches that mattered most.

The approach centered on improving search targeting, identifying the strongest service-related terms, capturing high-intent branded demand, competing for customers actively evaluating other local providers, and optimizing for mobile behavior and phone calls.

The result was counterintuitive and exactly what a more efficient paid search campaign should produce: **Less traffic. More leads.**

Between May and August, impressions dropped 84% and clicks declined 61%. Yet leads increased 38%, while cost per lead dropped 55%.

The Results

By August, Cutting Edge was generating 29 leads per month compared with just 6 in March—a 383% increase. At the same time, cost per lead fell from \$184 to \$44, a 76% reduction.

And importantly, those gains weren't driven by pouring substantially more money into advertising. Monthly spend increased just 16% between March and August. Across the full six-month period, the campaign generated 128 leads from \$8,596.52 in Google Ads spend, at an average cost of approximately \$67 per lead. The efficiency story became even stronger.

In March, approximately 4% of clicks became leads. By August, that figure had climbed to approximately 15%, nearly four times the original conversion rate. In other words, the campaign didn't need more traffic to produce more business opportunities. It needed better traffic.



84% fewer
impressions



61% fewer
clicks



38% more
leads



55% lower cost
per lead

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Reaching Customers When They're Ready to Act

The data also revealed an important behavioral insight: Cutting Edge's prospects are overwhelmingly mobile. Of the campaign's 128 leads, 108 came from mobile devices. Phone calls also became increasingly important as campaign performance matured. Cutting Edge generated 57 calls from ads during the six-month period, with 46 occurring during the final three months. For a service business, that's particularly valuable: customers can move directly from searching for help to speaking with the business.

Capturing Demand and Winning Against Competitors

The campaign also demonstrated strength at different points in the customer decision journey. Core landscaping searches generated 90 of the campaign's 128 leads, while branded searches for Cutting Edge generated approximately 15 leads at just \$38 each the lowest cost among the major search categories.

Even more telling, competitor-related searches generated 11 leads from people searching for Southern Lawns, Beck's Turf and Scroggins. Those prospects weren't simply searching for landscaping services. They were actively considering another provider and ultimately chose to engage with Cutting Edge.

The Outcome

Six months of continuous optimization transformed Cutting Edge's Google Ads program from a source of relatively expensive leads into a much more efficient growth engine.

More qualified opportunities. Lower acquisition costs. Greater conversion efficiency. Without relying on substantially more budget. The strongest evidence isn't simply the 128 leads generated during the period. It's the trajectory.

March: 6 leads at \$184 each.

August: 29 leads at \$44 each.

That's what happens when paid media shifts from buying traffic to investing in the searches most likely to create business.

**Conversion
Rate from**

4%



15%