CASE STUDY · PERFORMANCE MARKETING

6x the leads *for 2.6x the spend*

How Toumana Consulting took Mother Nature's Cleaning from 60 leads a month at $55.14 to a record 345 leads at $24.53, in eleven months, while ad spend grew 2.6x.

TOUMANA CONSULTING

MOTHER NATURE'S CLEANING

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THE PROBLEM

Growth broke *the economics.*

Through the first half of 2025, Google Ads was a minor channel for MNC. In July the budget was scaled up sharply, and the account structure could not absorb it.

01

Spend jumped sevenfold

July 2025 ran at about seven times the monthly average of the first half of the year.

02

Cost per lead hit $55.14

Within a few dollars of the $60 ceiling MNC had set as the threshold for a profitable campaign.

03

It bought only 60 leads

The account's largest ever budget returned a 2.17% conversion rate, its worst on record.

THE BRIEF More leads, without breaking the $60 ceiling. Toumana took over the account the week of 11 August 2025.

So we rebuilt it from the structure up. →

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THE ENGAGEMENT

Eleven months, *four numbers.*

July 2025 is the inherited baseline. June 2026 is where the account stands today.

5.8x

MONTHLY LEAD VOLUME

From 60 leads in July 2025 to a record 345 in June 2026.

56%

LOWER COST PER LEAD

From $55.14 down to $24.53, against a $60 ceiling set by the client.

2.6x

MONTHLY AD SPEND

Investment more than doubled while cost per lead kept falling.

10.81%

CONVERSION RATE

Up from 2.17% on the inherited account, with an April peak of 11.84%.

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THE APPROACH

Four decisions, *in order.*

Each one depended on the one before it. Structure first, then creative, then budget, then channel mix.

Rebuild efficiency first, then scale

Account restructuring, tighter targeting, stronger ad relevance and a higher bar for what counts as a lead. Cost per lead fell every month from the August takeover through November, from $55.14 to $18.39.

Invest in creative

New video creative produced by the Toumana team launched in January 2026. Interaction rate reached its highest recorded level the following month, and conversion rate peaked at 11.84% in April.

Test scale deliberately

Rather than creeping the budget upward, March ran as a controlled scale test approved by MNC, with spend up 67% in a single month. It returned 34% more leads and the best conversion rate the account had recorded to that point.

Follow the revenue, not the platform metrics

Revenue attribution data showed Google Ads closing revenue at a 3.0x return on ad spend. In June, Google Ads budget was increased under a new, more granular campaign structure.

Efficiency was rebuilt before scale was attempted. That order is the whole trick.

And here is what it produced. →

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THE RESULTS

Spend up, *cost per lead down.*

Ad spend is plotted as an index against July 2025. Cost-per-lead points are labelled in dollars.

THE TRAJECTORY

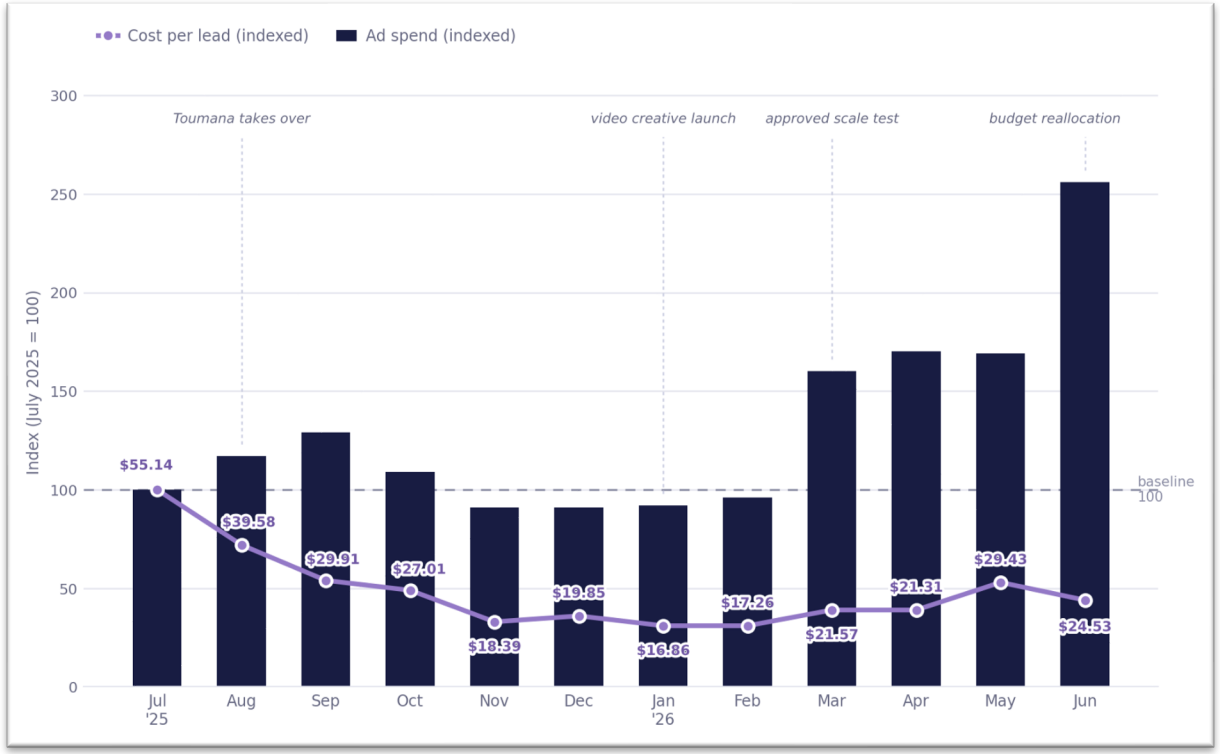
- Fell every month from takeover to November
- From $55.14 to $18.39 in four months
- Under $22 for four months in early 2026
- Never neared the $60 ceiling again

JUNE 2026 · RECORD MONTH

- 345 leads, up 82% month over month
- $24.53 per lead, down from $29.43 in May
- Record call volume, conversion rate over 10%

From the inherited baseline:

Nearly 6x the leads, on 2.6x the spend.



Note on the numbers
Ad spend is indexed to July 2025 = 100. Phone calls count as leads only after a 30-second connected-call threshold, applied from October 2025.

What that leaves the account with. →

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WHAT CHANGED

Where the account stands *now*.

The end state, eleven months after takeover.

- ✓ **345 leads in June 2026, an all-time record**
- ✓ **Cost per lead down 56%, from $55.14 to $24.53**
- ✓ **Conversion rate up from 2.17% to 10.81%**
- ✓ **Ad spend up 2.6x with efficiency improving, not degrading**
- ✓ **Every lead counted under a stricter definition than before**

MEASUREMENT YOU CAN TRUST

Phone calls only count as leads after a 30-second connected-call threshold. Toumana applied that standard twice, in GTM in October 2025 and again in CallRail in May 2026, even though it made the reported numbers look worse in the months it took effect.

June's record is measured on a tougher standard than the baseline it beats.

What an engagement includes. →

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THE ENGAGEMENT

What the work *actually involves.*

Ongoing management rather than a one-off audit. This is the scope that produced the results above.

WHAT THE RETAINER COVERS

- Google Ads management across Search, Performance Max and DSA
- Campaign structure, bidding strategy and budget pacing
- Video and static creative production
- Conversion tracking across GA4, Google Ads and CallRail
- Monthly performance reporting with clear next actions

HOW WE REPORT

Every month: what changed, what it cost, what it produced, and what happens next. Numbers are reported on the strictest available definition rather than the most flattering one.

When something moves the wrong way, it goes in the report alongside what is being done about it.

The short version. →

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CONCLUSION

Rebuild first. *Then scale.*

Scaling a budget usually degrades efficiency. This account did the opposite: nearly six times the monthly lead volume on 2.6 times the investment, cost per lead cut by more than half, and the client's $60 ceiling never breached again after the takeover.

Efficiency was rebuilt before scale was attempted, creative came before budget increases, and channel decisions followed revenue rather than platform-reported metrics. **That order is the whole trick.**

Note: *All figures are drawn from the client's Google Ads account, July 2025 to June 2026. Phone-call conversions are counted only after a 30-second connected-call threshold.*

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GET IN TOUCH

Want your ad account to *scale like this?*

Most accounts lose efficiency the moment budget goes up. Toumana Consulting is a performance marketing and analytics consultancy that manages paid media and builds the measurement behind it, so spend stays accountable as it scales. Book a complimentary consultation and we'll be direct about where your opportunity is, and whether there is one.

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