

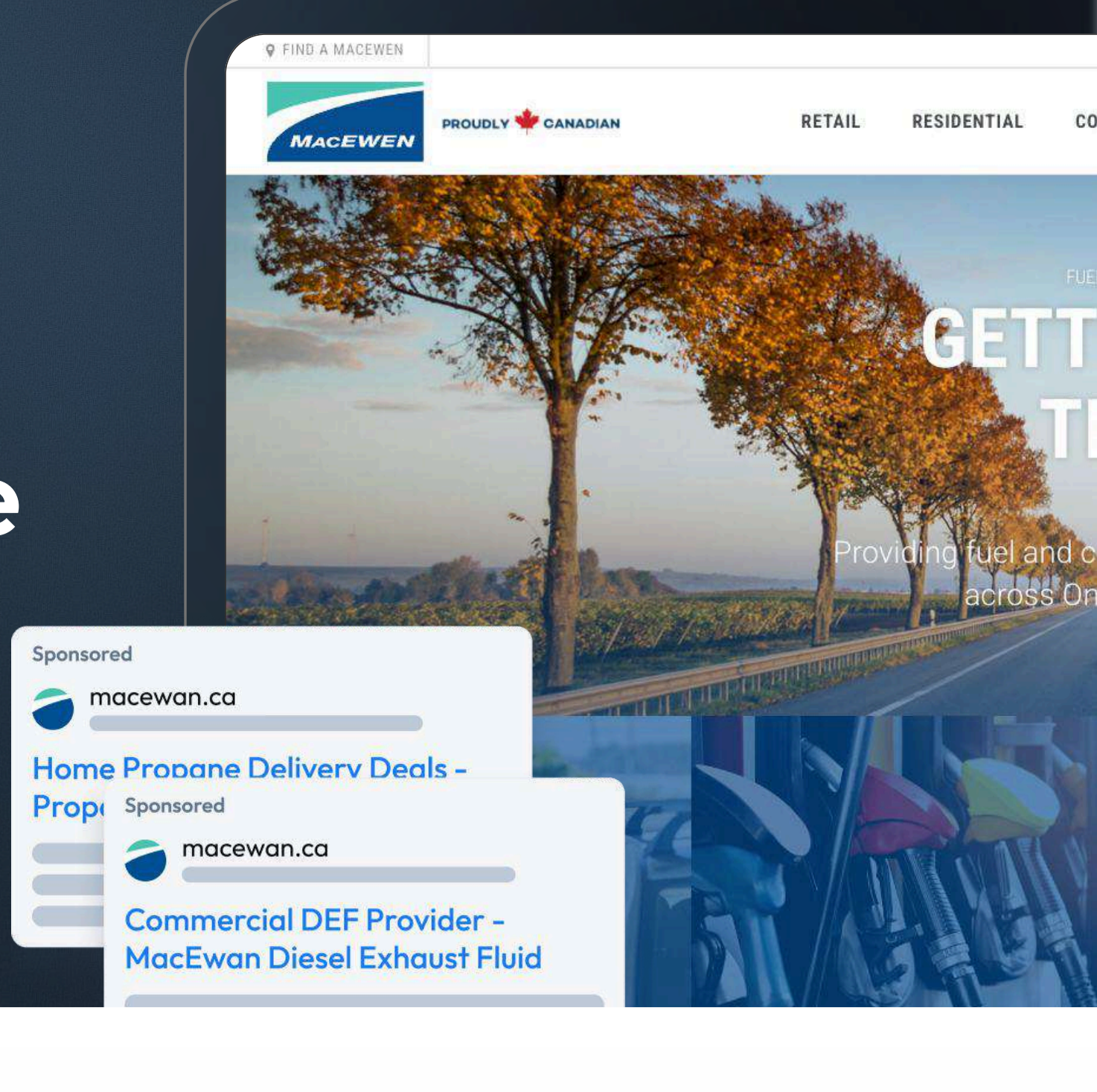
Paid Ads

291 Conversions in 60 Days:

Scaling Local Lead Generation with Google Ads for MacEwen



Kadian Morris
Paid Ads Specialist



Overview

MacEwen, a respected independent fuel and convenience chain with 100+ locations, partnered with us to revitalize its paid media strategy. This involved launching and optimizing a data-driven Google Ads campaign to overcome stagnant performance. Our efforts delivered measurable growth in high-intent traffic and local store conversions across Eastern Ontario and Quebec.

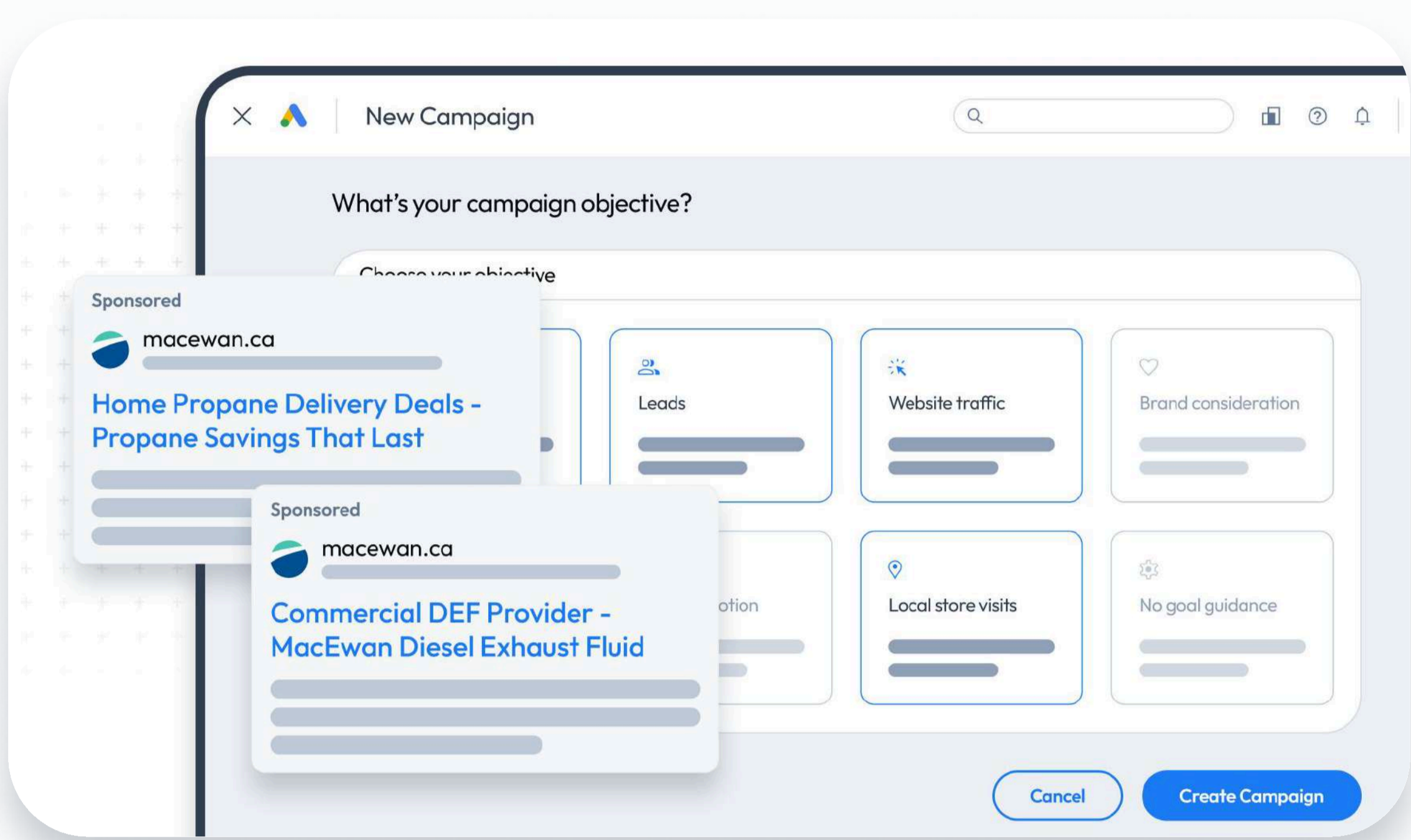
This was a paid ads onboarding project to expand digital visibility and lead acquisition, while performing ongoing/recurring paid ads maintenance.

Challenges

Key challenges included:

- **Lack of Conversion Data:** This is a constraint because it limits what we could optimize towards. Without reliable conversion tracking, we were unable to confidently attribute leads or sales to sources such as keywords, ads, or audiences. In addition, it wasn't possible to use Google's smart bidding automation because it requires prior conversion signals.
- **No Legacy Campaigns:** Any previous campaigns within MacEwen's Google account were inactive and unoptimized, meaning there was no way to compare prior ad knowledge or insight.

To succeed, seoplus+ needed to draft a new campaign structure and optimize local targeting.



Approach

We implemented a multi-pronged strategy that included:

Campaign Structuring

For control and clarity, we created individual campaigns for branded vs. non-branded keywords. Separating these terms prevents brand demand from "masking" non-branded performance. It also means we were able to set different budgets, bidding, and messaging based on intent.

This is important, as branded search is typically lower-cost and higher-intent (allowing us to capture existing demand), while non-branded search is where we generate new demand and learn which services and locations drive incremental leads.

In addition, we layered in Google's Performance Max, an automated goal-based campaign type that uses creative assets and audience signals to serve ads across Google inventory (Search, Maps, Display, Discover, Gmail). This was used to capture incremental demand while optimizing towards conversion actions. This was ideal for the ToFU because it enabled access to a wide range of ad placements.

Keyword Optimization

Historical demand and engagement signals were reviewed by internal tools. Here, we leveraged keyword planners to determine local search volume. This helped to refine keyword lists.

Ad Creative Testing

Our A/B testing focused on message and intent matching. We kept the targeting context consistent by using the same campaign, audience, and images, while testing two messaging angles to see what drove higher-quality actions:

1. Convenience and speed (local availability, fast turnaround)
2. Quality and trust (quality assurance, expertise, reputation)

Budget Reallocation

We didn't set budgets once and forget them; we moved spend toward what was producing results as data came in. In practice, this looked like:

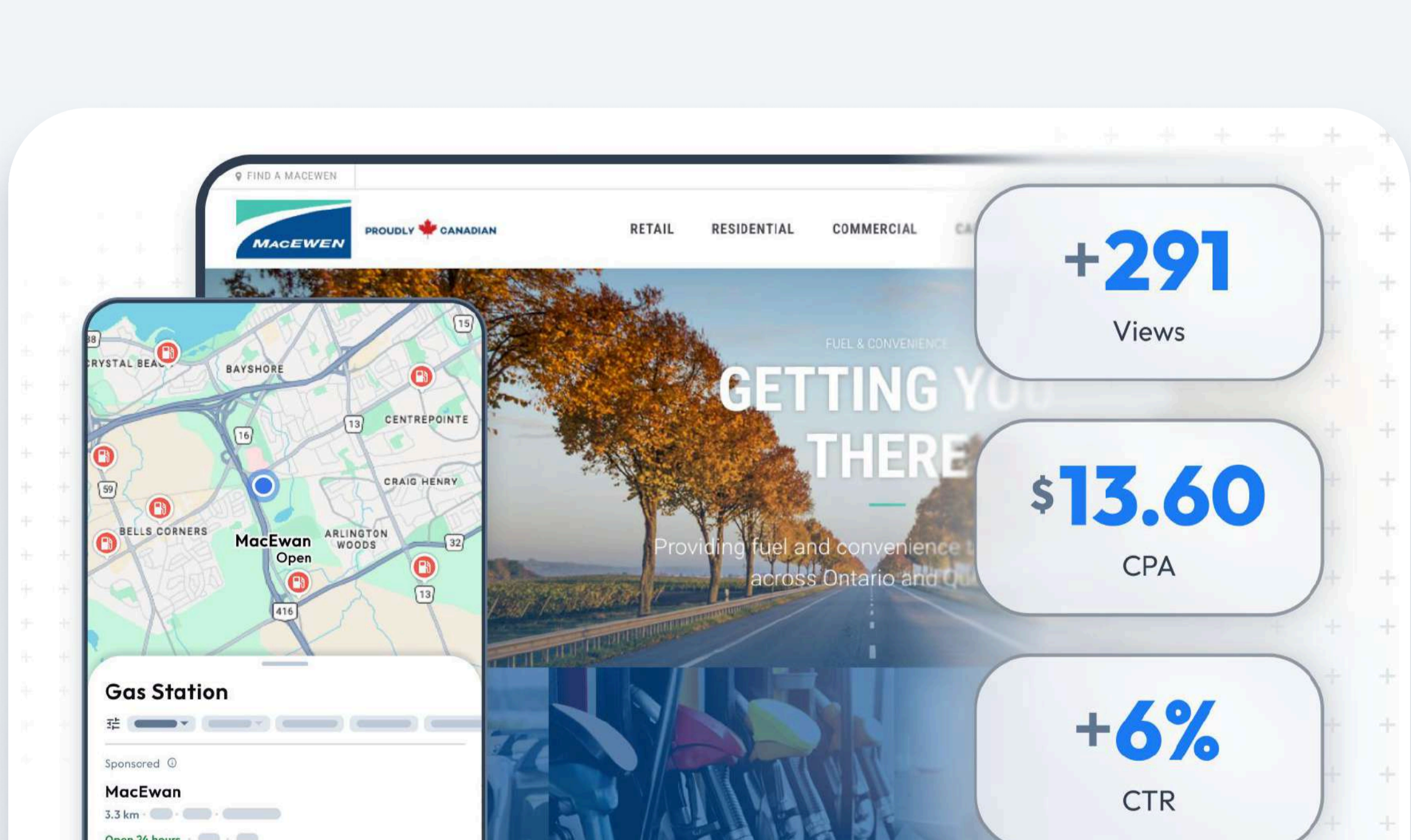
- Reducing budgets on campaigns and ad groups with high CPAs, low conversion rates, or poor-quality leads.
- Increasing budgets where we saw consistent conversion, stronger conversion rates, and efficient CPAs.
- Protecting key coverage (branded visibility) while scaling non-branded themes that proved incremental.

As a result, we saw a high-ROI campaign emerge: a lower CPA, higher conversion rates, and steady lead volume without sacrificing lead quality.

Goals

The primary objectives of the campaign were to:

- Increase traffic and conversion actions (e.g., lead forms, calls, etc.) for residential propane services.
- Maximize ROI by improving campaign efficiency (CTR, CPC, conversion rate).
- Establish reliable performance baselines and attribution for paid search.



Results

- 291 Conversions at a 14.94% conversion rate (calls and lead forms) within the first 60 days.
- \$13.60 CPA, making the campaigns significantly more efficient.
- 6% CTR after ad creative testing and keyword refinement.

Overall, these residential campaigns have achieved increased conversions and improved brand visibility for our client.

Conclusion

As of Q1 2026, the campaign is still ongoing, and the first 60 days established a measurable foundation for scalable growth.

For multi-location brands, this approach creates repeatable wins: clearer, intent-based reporting; a tighter feedback loop for keyword and creative decisions; and budget shifts that deliver the strongest cost efficiency.

The result is a scalable framework where we can measure outcomes accurately, identify the highest-intent queries and best-performing locations, and reallocate spend to the channels that deliver the best cost-per-lead or store action as performance data accumulates.

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