BARTLETT BLINDS
and shutters

37% Lower CPL.
66% More Leads.

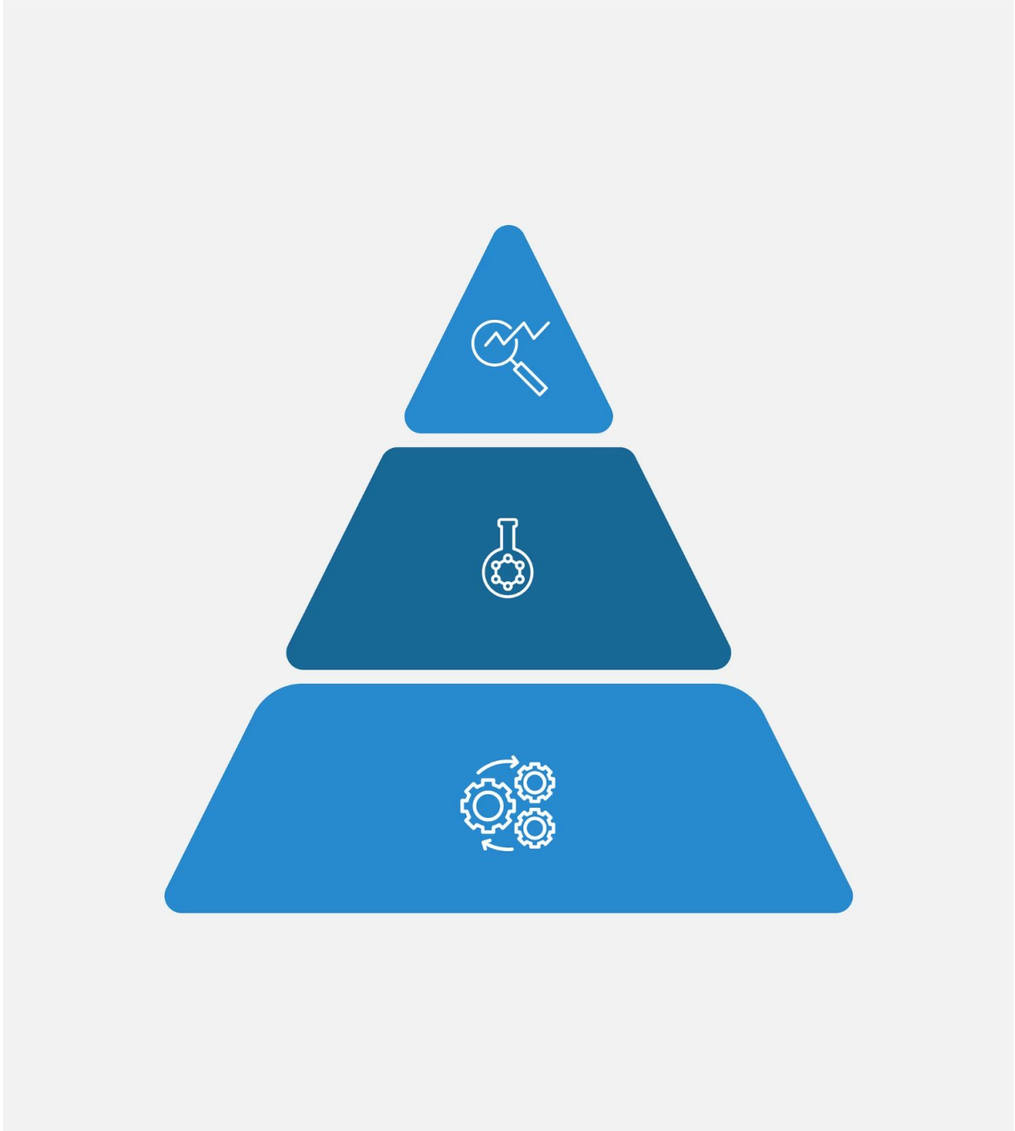
How Bartlett Blinds and Shutters increased their leads by 66% **without increasing their ad budget**.

SOCIOSQUARES

Executive Summary

The Client

Bartlett Blinds and Shutters is a Pennsylvania-based custom window treatment provider specializing in blinds, shades, shutters, and motorized solutions. Their Google Ads results had plateaued and they wanted to take it to the next level.



Our Strategic Framework

We deployed a 4-pillar optimization strategy focused on precision targeting and bid efficiency:

- Target higher-intent audiences
- Improve keyword relevance
- Optimize targeted audience
- Optimize bidding for conversions

Campaign Results:
The Numbers That Matter

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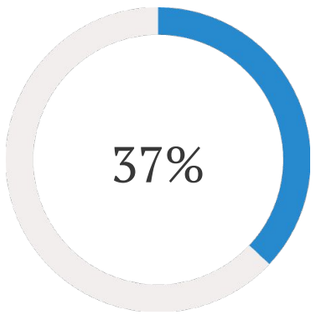
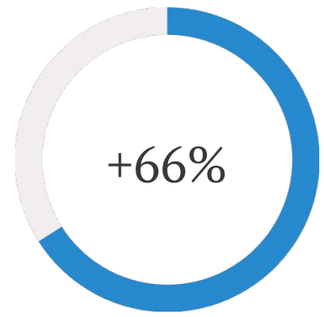


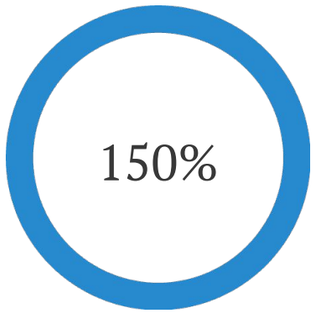
Lower Cost Per Lead

Through precision optimization and strategic targeting



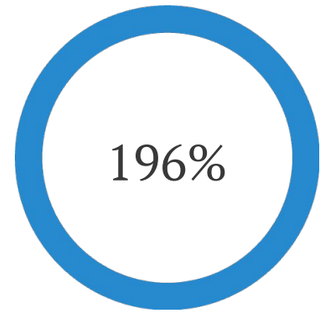
Increased Lead Volume

More qualified prospects at similar budget levels



Conversion Rate Growth

From 5.8% to 14.5% baseline performance



Engagement Time Lift

Indicating dramatically higher traffic quality

These improvements demonstrate how strategic optimization can simultaneously improve efficiency and scale—creating sustainable growth economics for local service businesses competing in competitive markets.

The Opportunity:
Evolving From Good to Great

Bartlett Blinds had established a solid Google Ads presence across their target locations generating consistent activity and bringing in customer inquiries. The foundation was strong. Now it was time to optimize for the next level of performance.

Cost Efficiency Opportunity

Potential to improve cost-to-lead ratio through more precise targeting and smarter bid strategies, creating economic headroom for growth

Audience Precision Opportunity

Focus specifically on high-intent audiences: homeowners ready to invest in custom, professionally-installed solutions

Conversion Rate Opportunity

Early data suggested room to improve how well traffic converted to leads through better audience matching and message alignment

Competitive Positioning Opportunity

Strategic precision could win against national brands with larger budgets through smarter targeting rather than outspending competitors

The Four Pillars of Cost Compression

We developed a comprehensive optimization framework designed to maximize efficiency while growing lead volume. Each pillar works synergistically to create compounding value.

Targeting High-Intent Homeowners

Life event targeting for recently moved audiences

Audience Targeting Optimization

Directing budget toward high-intent prospects

Restructuring the Keyword Strategy

Thematic organization for relevance and intent-rich traffic

Setting Target CPA

Smart bidding for automated efficiency

Pillar 1: Targeting High Intent Homeowners

The Strategic Insight

New homeowners represent an ideal customer profile. They're actively making home improvement decisions, often within the first 90 days of moving in, and value professional installation services. This life event creates natural alignment between their needs and Bartlett Blinds' services.

Implementation Approach

Market Intelligence Research: Detailed analysis identifying new housing developments, growing neighborhoods with active real estate markets, and areas with high home turnover

Life Event Targeting: Deployed Google's "Recently Moved" audience segments with strategic bid adjustments to prioritize high-intent groups

Geographic Micro-Targeting: Created location-specific campaigns optimized for neighborhoods showing strong new homeowner activity with customized messaging

Seasonal Alignment: Aligned budget allocation with peak moving seasons while maintaining year-round presence for steady winter relocations

Pillar 2: Restructuring Keyword Strategy

Grouping Keywords Correctly

Thematic organization enables more relevant ad messaging and stronger Quality Scores, directly improving ad position while reducing costs.

Motorized Solutions Group

Automated blinds, smart shades, motorized treatments with technology-focused messaging

Plantation Shutters Group

Custom shutters, wood shutters, craftsmanship messaging with visual galleries

Shades & Roller Blinds

Solar shades, cellular designs, product-specific benefits in ad copy

Using Combo Keywords

Multi-word combination keywords that blend product, intent, and location signals attract more qualified traffic at better economics than generic single-word terms.

Product + Service Combinations

"Custom blinds installation" and "Motorized shades professional installation"

Product + Location Variations

"Window treatments Philadelphia" and "Custom blinds Collegeville, PA"

Complete Solution Phrases

"Blinds and curtains for windows" with seasonal opportunity keywords

This structure created seamless experiences from search query to ad message to landing page, dramatically improving relevance and conversion probability.

Pillar 3: Audience Targeting Optimization

Layering multiple audience signals creates compound targeting precision, focusing budget on prospects with the highest probability of conversion.

Multilayered Approach

- **In-Market Audiences**: "Home Improvement" and "Home Decor" segments actively researching
- **Life Event Activation**: Prioritized "Recently Moved" audiences in home setup mode
- **Geographic Intelligence**: High-performing zip code analysis with bid adjustments
- **Device & Time Analytics**: Increased mobile bids during 7-10 PM high-intent evening windows
- **Customer Match**: Utilized existing customer data to build similar audience expansion profiles

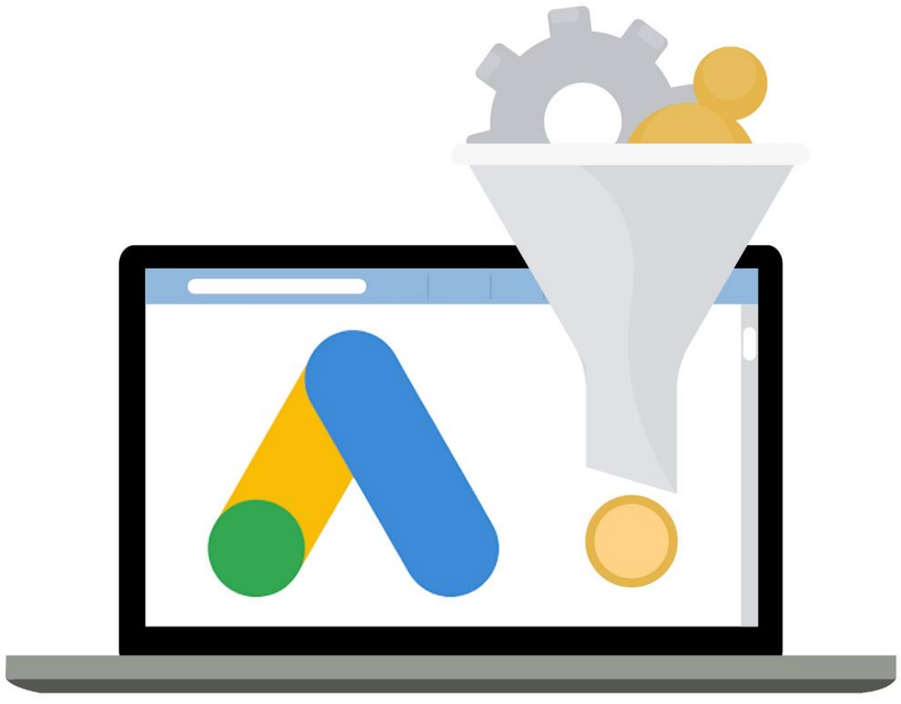
Pillar 4: Target CPA Bidding Strategy

Smart bidding strategies powered by machine learning optimize toward business outcomes (leads) rather than just activity (clicks), creating sustainable efficiency at scale.

Implementation Framework

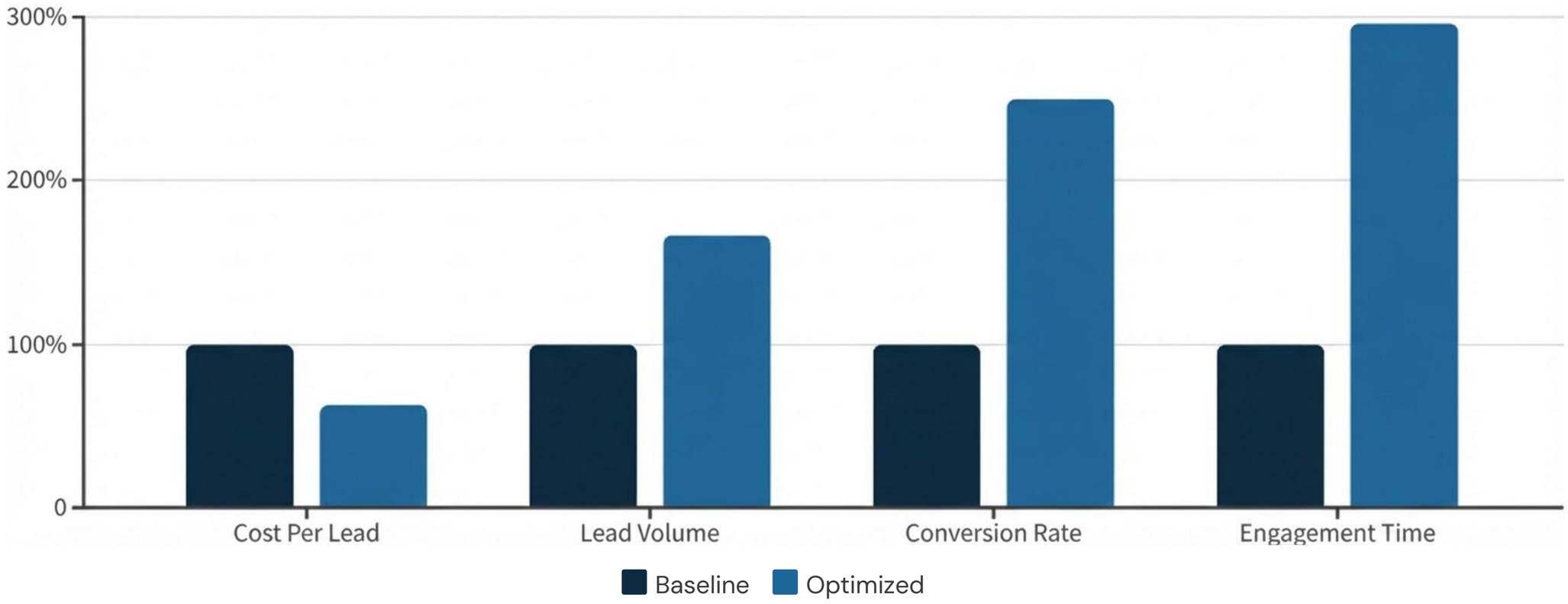
- Maximize Conversions with Target CPA guardrails
- Baseline analysis establishing realistic targets aligned with customer lifetime value
- Algorithm training phase allowing machine learning to identify high-converting patterns
- Continuous weekly optimization and target refinement

The automated system adjusts bids in real-time based on conversion probability, optimizing across device, location, time of day, and audience signals with precision that manual bidding cannot match.



The Results: Strategic Compression in Action

The optimization framework delivered measurable improvements across every key performance indicator, creating a virtuous cycle where efficiency and scale compound each other.



1

Precision Targeting

Focused budget on highest-value prospects

2

Improved Quality

Better-qualified traffic converts more efficiently

3

Lower CPL

Cost per lead compresses significantly

4

Growth Enablement

Economic headroom enables scalable volume increases

The Compound Effect: Better targeting attracted more qualified prospects, which improved conversion rates, which lowered costs, which enabled more volume, a virtuous cycle of performance that creates sustainable competitive advantage in local markets.

Key Takeaways & Your Next Steps

For Window Treatment & Home Service Providers

- Owners of new homes targeting dramatically improves conversion rates and justifies premium positioning
- Combo keywords attract better-qualified traffic at lower costs through precise intent matching
- Product-specific keyword groups outperform generic broad structures in both relevance and efficiency
- Mobile optimization is critical for local service searches with evening engagement peaks (7-10 PM) showing highest intent

The Fundamental Principle

In competitive local markets, strategic precision creates advantages that budget alone cannot match. The right audience, at the right time, with the right message generates compounding returns. Efficiency-first growth model proves that optimize for efficiency before scaling budget.

Ready to Compress Your PPC Costs?

If your Google Ads campaigns are active but you're looking to improve cost efficiency while growing lead volume, strategic optimization can unlock significant performance gains.

Let's discuss what's possible when efficiency drives your Google Ads strategy. We specialize in cost compression strategies: precision targeting, smart automation, and conversion-focused optimization that help local service businesses compete effectively against larger competitors.

Case study period: July 2025 to January 2026. Results represent actual campaign performance for Bartlett Blinds and Shutters. Individual results may vary based on market conditions, competition, and service offerings.