

COMMERCIAL COATINGS CONTRACTOR

● GOOGLE ADS

# 428+

## Inbound Leads Across 4 Commercial Verticals

**8.35% CTR on commercial search. Industry average: 2%.**

A commercial and residential coatings contractor needed to scale lead generation across four distinct verticals simultaneously: commercial facilities, restaurants, residential, and home builders. Each required different audiences, messaging, and bidding. ProSocial built a segmented campaign architecture delivering above-benchmark CTRs and sub-\$65 CPL across every vertical at once.

### 8.35%

CTR — Commercial Search  
4x industry average

### \$52

CPL — National Campaign

### 4

Verticals Targeted  
Simultaneously

### VERTICALS BREAKDOWN

#### Commercial (Core)

302 leads · \$65 CPL · 6.41% CTR

#### Commercial National

102 leads · \$52 CPL · 8.35% CTR

#### Restaurant

#### THE RESULT

428+ inbound leads across four commercial verticals. The core commercial search campaign delivered 8.35% CTR — more than 4x the Google Ads industry average of 2%. Restaurant campaigns achieved 9.44% CTR. Branded campaigns built search authority at 28.09% CTR. ProSocial Intelligence continuously shifted budget toward whichever vertical was generating the lowest CPL at any given moment.

**THE CHALLENGE**

- Four distinct verticals with no shared audience, requiring entirely separate campaign strategies
- Commercial B2B sales cycle is long — brand visibility must be sustained between conversion events
- Branded search needed protection while simultaneously acquiring new commercial prospects
- Residential and commercial budgets competing for the same account resources and attention

**THE APPROACH**

- Segmented campaign architecture with one dedicated campaign per vertical and independent budgets
- Performance Max layered over search campaigns to capture cross-platform demand signals
- Dedicated branded campaign to defend search real estate and capture existing brand demand
- Daily budget allocation by ProSocial Intelligence based on real-time CPL trends per vertical

**CAMPAIGN PERFORMANCE BY VERTICAL**

Vertical	Conversions	Spend	CPL	CTR
Commercial (Core)	302	\$19,504	\$64.65	6.41%
Commercial (National)	102	\$5,345	\$52.40	8.35%
Restaurant	9	\$603	\$70.96	9.44%
Branded Search	15	\$448	\$30.60	28.09%
Performance Max	20	\$1,074	\$53.70	4.22%

**PROSOCIAL INTELLIGENCE INSIGHT**

The restaurant vertical consistently outperformed commercial in CTR despite a fraction of the budget. ProSocial Intelligence flagged this pattern within 30 days and triggered a budget test confirming restaurant-segment messaging resonated with facility managers researching multiple service categories — opening an upsell pathway that became a dedicated acquisition channel.