

Your ad spend receipt.
\$1,024/month to put back to work.

We read 60 days of your Google Ads data and matched spend to paid jobs. Below is the biggest leak, ranked by dollars per month, each with the evidence behind it.

\$7,328	695	99	\$74
spend, 60 days	leads (calls + forms)	paid jobs	cost per job

CAMPAIGN	SPEND	LEADS	JOBS	PER JOB
Paint protection · city WASTE	\$2,417	103.8	5	\$483
Window tint · suburb	\$1,383	137.8	21	\$66
Paint protection · suburb	\$1,207	46.5	6	\$201
Brand-name searches	\$1,180	290.5	59.5	\$20
Window tint · city	\$1,140	116.3	7.5	\$152
TOTAL · 60 days	\$7,328	695	99	\$74

The one biggest leak

01

One campaign costs 6.5× more per job

"Paint protection · city" spent \$2,417 (33% of the account) and produced 5 paid jobs — \$483 per job, 6.5× the account average of \$74.

What to do: Cut its budget roughly in half and keep only the search terms that produced its jobs. Move the money to "Brand-name searches" (\$20 per job). Check first: if this campaign's jobs are worth far more than your average job, judge it on revenue per ad dollar instead.

Based on 761 clicks, 5 jobs · solid

\$1,024

per month

Where the money should go. "Brand-name searches" closes at \$20 per job but loses 34% of its possible impressions because its budget runs out. It could absorb roughly \$310 more per month before that limit stops binding.

What you can do with this

Make the changes yourself, hand this page to your agency, or have us do the full Deep Audit and keep score monthly. Flat fee, never a percentage of your ad spend. Just reply to this email.

How we got these numbers: Google Ads API, daily data 2026-08-10 to 2026-10-08 (60 days), account 7019848991. Jobs = conversions reported back to Google Ads by your job software or CRM (Job completed (shop software), Won (CRM)). Monthly amounts = period totals scaled to 30 days. Findings can overlap, so amounts are not strictly additive. Findings with fewer than 10 clicks are left out; under 100 clicks they're marked "early signal".