

How Clear Choice Windows Generated New Leads Through Targeted PPC Campaigns

Conversions
+11%

Contact Form Submissions
9x

Interaction Rate
+489%

At A Glance

Industry
Contractor

Services Used

PPC

Business Model
Lead Generation | DTC

Primary Objective
Increase Lead Volume & Brand Awareness

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Overview

[Clear Choice Windows & Home Solutions](#) is a residential contractor in western Wisconsin specializing in exterior repairs, replacements, and remodels. With a customer-first approach and an emphasis on quality, their team of seasoned professionals had no trouble closing new business for the company, but they struggled to generate high-quality leads through marketing outreach and couldn't scale beyond referrals and repeat customers. They knew there were more business opportunities in neighboring communities, but needed a go-to-market strategy to build a reliable pipeline.

The Problem

Clear Choice was actively running ads but lacked meaningful performance insights due to unreliable conversion tracking and incomplete inbound lead reporting. The company needed fewer casual "window shoppers" and more qualified homeowners interested in its core services. With no call tracking in place, there was no downstream visibility into click-to-call behavior, and contact form submissions were inaccurately reported, as many were simply users looking for directions to the showroom. As a result, reporting significantly overstated accurate lead volume and actual business impact. While the account generated a high number of impressions, low interaction rates, and short on-site engagement signaled that much of the traffic had only passive interest in the services offered.



The Solution

The path to stronger results hinged on creating a cleaner, more accountable advertising framework. Enhancements across targeting, engagement, lead quality, and reporting brought clarity to performance and ensured the account prioritized prospects with genuine intent.

Tracking

Refocused campaign targets to high-intent searchers in core service areas and tightened geographic boundaries on keywords for high-ticket items, along with negative keywords, and filtered out low-intent traffic. High-volume, low-value campaigns were removed to improve performance tracking.

Engagement

Campaigns optimized around on-site quality signals, using interaction rate, conversion, and time on site to gauge efficacy. Budget was redirected to campaigns and keywords that supported bottom-funnel actions and sustained engagement, which created room in the account for more creative testing.

Lead Quality

Defined lead requirements improved campaign inputs, reduced casual "window shoppers" and attracted more serious homeowners. By prioritizing intent queries and aligning ads with Clear Choice's core service offerings, the account transitioned from a noisy, volume-driven approach to a cleaner acquisition strategy centered on qualified prospects.

Reporting

Installed end-to-end tracking for both forms and phone calls. Corrected website conversion issues to ensure all form submissions fired accurately, and upgraded call tracking to measure completed calls rather than click-to-call events. AI-driven call analysis added visibility into inquiry types and sentiment, providing valuable insight into true lead quality by volume.

The Results

(May 9 – Nov 19, 2025 — year-over-year)

100%

Increase in On-Site Engagement Time

PPC

372%

Increase in Tracked Phone Calls

PPC

9x

Increase in Tracked Form Submissions

PPC

11%

Increase in High-Intent Conversions

PPC

25%

Increase in Clicks

PPC

489%

Increase in Interaction Rate

PPC

✔ Sustainable Growth Achieved

With proper tracking in place and the strategy aligned to bottom-of-funnel actions, Clear Choice now generates a consistent flow of qualified leads and a stronger, more actionable sales pipeline. The ability to link advertising spend to measurable outcomes has improved forecasting, staffing decisions, and cross-team alignment.

Ready to Achieve Similar Results?

Let's discuss how we can help you scale your business with integrated digital marketing strategies.

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