

2.3× ROAS and 2.8× conversions in five months.

A B2B SaaS company needed more qualified lead volume without letting cost per conversion climb. Targeting, landing pages and CRM tracking were rebuilt between November 2024 and March 2025.

Conversions	Cost / conversion	Purchases / sales	Actual ROAS
167 → 473.79 ×2.84	\$8.07 → \$5.79 -28%	5.00 → 19.65 +293%	24.35% → 56.01% ×2.30

The brief

The account could convert, but attempts to scale pushed cost per conversion upward. The brief was to improve the full lead path: buy higher-intent queries, make the landing experience match them, and show the ad account which leads turned into pipeline.

What the client asked for

- Scale conversion volume
- Reduce cost per conversion
- Connect media leads to CRM outcomes

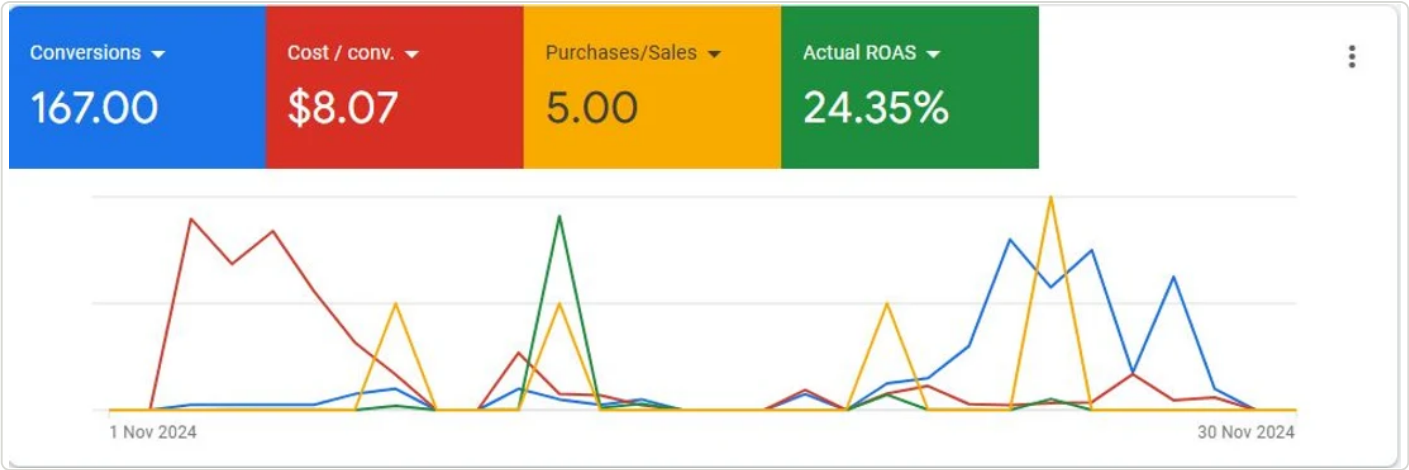
Where we started

- 167 conversions in November
- \$8.07 cost per conversion
- Five purchases / sales and 24.35% first-payment ROAS



Baseline: November 2024

November produced 167 conversions at \$8.07 each, five purchases / sales and 24.35% actual ROAS. The platform saw the first payment, not the subscription's lifetime value.



Google Ads, Nov 1-30, 2024. 167 conversions, \$8.07 cost per conversion, 5.00 purchases / sales, 24.35% actual ROAS.

What the baseline tells us

Conversions	Cost / conv.	Sales	Actual ROAS
167.00	\$8.07	5.00	24.35%
monthly	baseline	platform	first payment

- Growing budget was buying proportionally more cost, not better efficiency.
- Queries that produced form fills but no pipeline were still influencing bidding.
- The ad account could not reliably distinguish a form fill from a lead that closed.

What we did

Three separate leaks were closed in order: traffic quality first, then the page that traffic landed on, then the quality signal returned from the CRM.

01

search intent

Targeting rebuilt around qualified intent

Queries that generated form fills but never generated pipeline were removed. Campaign structure centred on the terms associated with qualified leads.

02

page-level CRO

Landing pages optimised for conversion rate

Pages were rebuilt around message match, fewer form fields and one clear action, reducing friction after the click.

03

quality signal

CRM integrated for end-to-end tracking

The account gained visibility from click to close, shifting the optimisation signal from form volume toward leads that became customers.

How the three changes connect

Qualified intent reaches a more relevant page, and CRM outcomes tell bidding which leads were actually valuable. Better pages are wasted on poor queries, while more form fills cannot guide bidding if the closed-lead signal never returns.

Result: March 2025

By March 2025 the account produced 473.79 conversions at \$5.79 each. Purchases / sales rose to 19.65 and platform-recorded actual ROAS reached 56.01%.



Google Ads, Mar 1-31, 2025. 473.79 conversions, \$5.79 cost per conversion, 19.65 purchases / sales, 56.01% actual ROAS.

The account after the change

Conversions 473.79 ×2.84	Cost / conv. \$5.79 -28%	Sales 19.65 +293%	Actual ROAS 56.01% ×2.30
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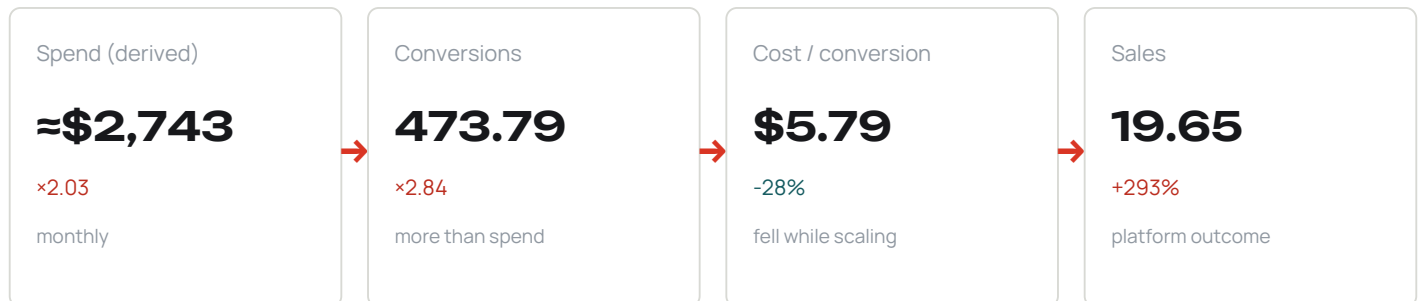
Metric	November 2024	March 2025	Change
Conversions	167.00	473.79	×2.84
Cost per conversion	\$8.07	\$5.79	-28%
Purchases / sales	5.00	19.65	+293%
Actual ROAS	24.35%	56.01%	×2.30
Ad spend (derived)	≈\$1,348	≈\$2,743	×2.03

On platform ROAS.

For a subscription business, Google Ads shows first-payment revenue rather than subscription lifetime value. The 56.01% figure therefore does not by itself describe customer profitability. Spend is derived as conversions × cost per conversion.

How the account scaled

Spend and performance improved together - the combination required for genuine scale rather than simple budget expansion.



Traffic became more selective

The query rebuild removed terms that created activity without pipeline. More budget could then enter the account without being absorbed by low-quality intent.

The signal became more useful

Landing-page conversion and CRM feedback allowed bidding to learn from the leads that mattered, not only the forms that were easiest to generate.

What the result does not prove

It does not prove the subscription became profitable. Contract value, churn, gross margin and payback period are not present in the screenshots, and first-payment ROAS remains below 100%.

Being honest about the outcome

The performance gain is clear in platform data; the lifetime economics still require CRM and finance data beyond the screenshots.

What the evidence supports

- Conversions grew 2.84×
- Cost per conversion fell 28%
- Purchases / sales rose from 5.00 to 19.65
- Actual ROAS improved 2.30×

What also matters

- The ROAS shown is first-payment return
- Derived spend roughly doubled
- A sub-100% platform ROAS can be viable only if lifetime value supports it

Spend roughly doubled. Conversions grew 2.84×

Scale came from qualified intent, a better post-click experience and a stronger feedback signal - not from adding budget alone.

\$5.79

cost per conversion after the rebuild

+293%

purchases / sales

56.01%

first-payment actual ROAS

Case study compiled from Google Ads screenshots published by ConvertLab360. Comparison months: November 2024 and March 2025. Spend figures are derived from conversions × cost per conversion. Source page: convertlab360.com/case-studies/google-ads-saas-lead-gen-turkey



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