

PAID MEDIA AUDIT · LEAD GENERATION · REAL SALES LEVEL

Google reports 9,480 conversions. *Sales signed 228.*

Six months of Google Ads for a residential developer, followed lead by lead through the CRM to the signed reservation. What's measured wrong, where budget leaks and what to fix first.

Sample Homes Google Ads · 6 projects Jan 1 – Jun 30, 2026 Prepared by Luis Fernández

Sample report. Sample Homes is a fictional company and every figure is illustrative.

What I reviewed, *and how.*

PLATFORM	TRACKING	SALES SOURCE	ACCESS
Google Ads, one account Search + Performance Max Six projects	GA4 Google Tag Manager Conversion actions: form, WhatsApp, call	CRM export 7,020 leads with status and reservation date	Read-only in every tool. Nothing was changed.

Period reviewed: January 1 to June 30, 2026. In lead generation the platform only sees the form. The Real sales level follows each lead into the CRM, so every conclusion rests on what sales did with it.

Budget is following the cheapest lead, *not the buyer.*

US\$368

REAL COST PER RESERVATION

Google shows a cost per conversion of US\$8.86. That number says nothing about what a sale costs.

+35%

MORE LEADS IN GOOGLE THAN IN THE CRM

9,480 conversions reported, 7,020 leads received by sales.

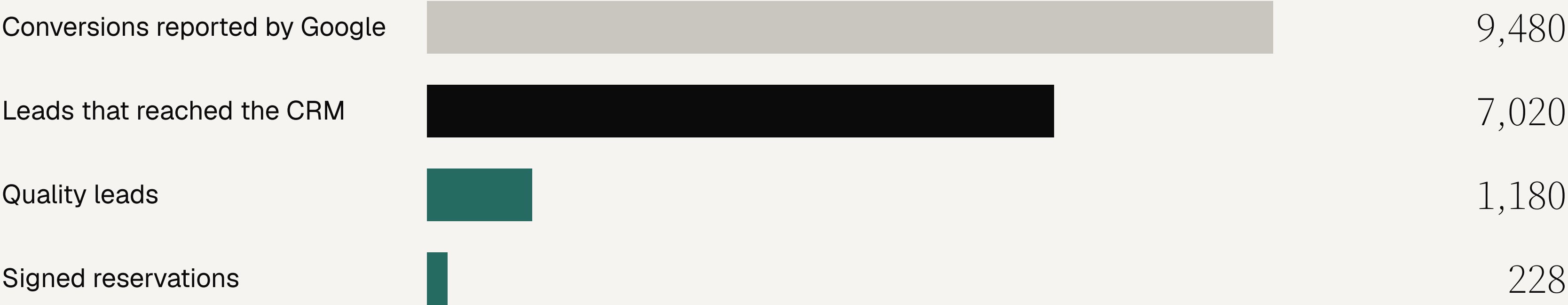
2.6×

GAP IN COST PER RESERVATION

Between the best and worst project. The best one has the most expensive lead.

The number to manage: cost per quality lead and per reservation, read from the CRM.

9,480 conversions, *228 signed reservations.*



LEAD

A contact the CRM received from Google. 74% of what Google reports.

QUALITY LEAD

Reached and worked by sales: visit booked, negotiating or reserved. 16.8% of leads.

RESERVATION

Signed with a deposit, the step before the contract. 3.25% of leads.

CPL barely moves. *Cost per reservation moves 2.6×*.

Project	Share of spend	Leads	CPL	Quality rate	Cost per quality lead	Reservations	Cost per reservation
C	14%	480	US\$25.00	35.4%	US\$70.59	44	US\$272.73
B	18%	1,050	US\$14.29	24.8%	US\$57.69	52	US\$288.46
A	21%	2,000	US\$9.00	15.0%	US\$60.00	60	US\$300.00
E	11%	640	US\$14.06	17.2%	US\$81.82	22	US\$409.09
D	19%	1,650	US\$9.70	11.5%	US\$84.21	30	US\$533.33
F	17%	1,200	US\$11.67	12.5%	US\$93.33	20	US\$700.00
Total	100%	7,020	US\$11.97	16.8%	US\$71.19	228	US\$368.42

US\$25

The most expensive lead in the account sells for the least.

Project C pays US\$25 per lead, almost triple A or D. One in three of its leads becomes a quality lead, and each reservation costs US\$273, the lowest of the six.

Seven findings, *in priority order*.

#	Finding	Impact	Effort	Who fixes it
1	Google counts 35% more leads than sales receives	High	Low	Tag Manager, 1 h
2	Bidding optimizes for leads, not quality leads	High	Medium	Developer + CRM admin
3	Budget follows CPL, not cost per reservation	High	Low	Media
4	Three projects bid against each other	Medium	Low	Media
5	Performance Max spending on brand searches	Medium	Low	Media
6	Budget on rental searches	Medium	Low	Media
7	Leads wait 19 hours for a first call	Medium	Medium	Sales team

Google counts 35% more leads *than sales receives.*

WHAT I FOUND

Form submit, WhatsApp click and call click are all primary conversions. Someone who taps WhatsApp and then fills the form counts twice.

EVIDENCE

9,480 conversions in Google Ads against 7,020 leads from Google in the CRM for the same dates.

WHY IT MATTERS

Cost per lead looks 26% lower than it is (US\$8.86 against US\$11.97), and Smart Bidding chases the double count.

THE FIX

One primary conversion per lead, with the CRM lead ID as transaction ID so Google drops duplicates. WhatsApp and call clicks move to secondary.

Bidding looks for more leads, *not better ones.*

WHAT I FOUND

Every campaign bids to maximize conversions. Google never learns which leads sales worked or which ones reserved.

EVIDENCE

From January to June, lead volume rose 38% while the quality rate fell from 21% to 13%.

WHY IT MATTERS

The algorithm is doing what it was told: find cheap leads. Sales pays for it in hours spent on contacts who never answer.

THE FIX

Store the gclid on each lead and import quality lead and reservation from the CRM as offline conversions. Bid to quality lead once each campaign records 30 a month.

Budget follows CPL, *so the weakest projects get the most.*

WHAT I FOUND

D and F take 36% of spend because their leads are cheap. They cost US\$533 and US\$700 per reservation. C, at US\$273, gets 14%.

EVIDENCE

Project breakdown on page 05. Budget changes over the six months tracked CPL, never the CRM.

WHY IT MATTERS

Every dollar moved on CPL bought fewer reservations than it would have in C or B.

THE FIX

Set monthly budget by cost per reservation, with a floor for projects in pre-sale. Move 15% of D and F's budget to B and C and read the result after 60 days.

Three leaks, *quick to close*.

4 · SEARCH STRUCTURE

A, D and F bid against each other

Three projects in the same district share 41% of their search terms and push each other's CPC up.

Fix: one district campaign with an ad group per project, or cross-exclusions.

5 · PERFORMANCE MAX

30% of its leads come from brand searches

People already searching for the developer's name, which the brand campaign gets for less.

Fix: brand exclusion in Performance Max.

6 · SEARCH TERMS

US\$3,400 on rental searches

4% of spend went to "for rent" and "rent apartment" searches, for units that are only for sale.

Fix: rental negatives across every campaign.

Leads wait 19 hours *for a first call.*

WHAT I FOUND

The CRM assigns each lead to a seller, but nobody gets an alert. Median time to first contact is 19 hours, and 41 on weekends.

EVIDENCE

Leads called within an hour became quality leads 2.4 times as often as leads called the next day.

WHY IT MATTERS

Media can't fix what happens after the form. Part of the gap between leads and reservations is waiting time, not lead quality.

THE FIX

An instant WhatsApp or CRM alert to the assigned seller, a one-hour target in business hours and a weekly report of contact time by seller.

Keep these. *They're doing their job.*



Sales logs every status

94% of leads have an up-to-date status in the CRM. That's what made this audit possible, and what will feed the offline conversions.



Project C's landing page

It shows price range and floor plans before the form. Fewer leads, and one in three is worth calling. The other projects should copy it.



Search by project

Each project has its own campaign with district and project terms. The structure is right; it only needs the overlap fixed (finding 4).

Count right first, *then bid on what sells.*

WEEK 1

Fix the count

Finding 1

One conversion per lead, and the gclid starts being saved in the CRM.

WEEKS 2-4

Close leaks, speed up

Findings 4, 5, 6, 7

Quick changes to structure and terms, plus the seller alert.

MONTH 2

CRM signal live

Findings 2, 3

Offline conversions flowing, and budget moved by cost per reservation.

MONTH 3

Bid to quality

Monthly reconciliation

Bidding switches to quality lead, and a monthly Google vs. CRM report keeps the numbers honest.

WHAT TO EXPECT

Fewer leads, probably. *More of them worth calling.*

01

The count Google bids on matches the leads sales actually receives.

02

Budget moves on cost per reservation, so each dollar goes where it sells. I don't promise a reservation count.

How this was measured, *and what it leaves out.*

MATCHING

CRM export joined to Google Ads by UTM campaign and project. Leads from other sources were left out. Spend read from the platform.

NOT REVIEWED

Other channels, site speed, sales scripts and pricing. Contact time is measured, not how the call went.

DEFINITIONS

Quality lead and reservation as sales logs them in the CRM. No direct access to signed contracts: the data stops at the reservation.

CURRENCY AND ACCESS

All figures in USD. Read-only access in every tool; nothing was changed during the audit.

LUIS FERNÁNDEZ · PAID MEDIA

Paid media measured *against what sales closes.*

Every audit comes with this report, a 30 to 45 minute review call and a fix plan your team or I can run. Delivered in 5 to 7 business days.

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Sample report. Sample Homes is a fictional company and every figure is illustrative.