

## CASE STUDY

# How Suncoast Enclosures Achieved 200X Return on Google Ads Spend With Factor One Marketing



“Last year, we spent just over \$100,000 on Google Ads and generated close to \$20 million in business. Working with Factor One Marketing is a no-brainer in terms of ROI.”

**Devin Smith,**  
General Manager, Suncoast Enclosures



## Results

**600%**

increase in new conversions

**91%**

decrease in cost per conversion

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## Factor One Provided

- Google Ads audit, campaign creation & management
- YouTube Ads set up, creative & optimization
- Performance Max campaigns
- Expert marketing team

# Customer

## Suncoast Enclosures

Suncoast Enclosures manufactures and installs high-end outdoor living spaces including screen rooms, sunrooms, patio covers, and louvered roofs. The company markets directly to homeowners and also partners with dealers. Suncoast Enclosures' mission is to help people spend more time on their decks and extend their outdoor living spaces to make them more enjoyable.

## Challenge

### Attracting high-quality leads without increasing advertising costs

Devin Smith, the General manager at Suncoast Enclosures, was not impressed by the work their 'marketing guy' was doing.

His team didn't receive any updates about the status of their Google marketing accounts unless they asked. To make matters worse, Devin never received any ideas on how to improve Suncoast's marketing or new keywords that they could target.

While there were some positive results, Devin realized that their marketing person wasn't an expert.

With the company releasing new products, opening new stores, and marketing to dealers, Devin knew that Suncoast had to work with a marketing expert to achieve their vision for the company.

Suncoast needed to work with a proactive partner that would deliver high amounts of quality leads at a profit as the company expanded. A marketing company that could grow with Suncoast as they grew to continue to be able to meet their needs.

Enter Factor One Marketing.

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“Working with us was a side thing for our last marketing guy, we only got what we asked for. If we left him alone, he left us alone and collected his monthly fee.”

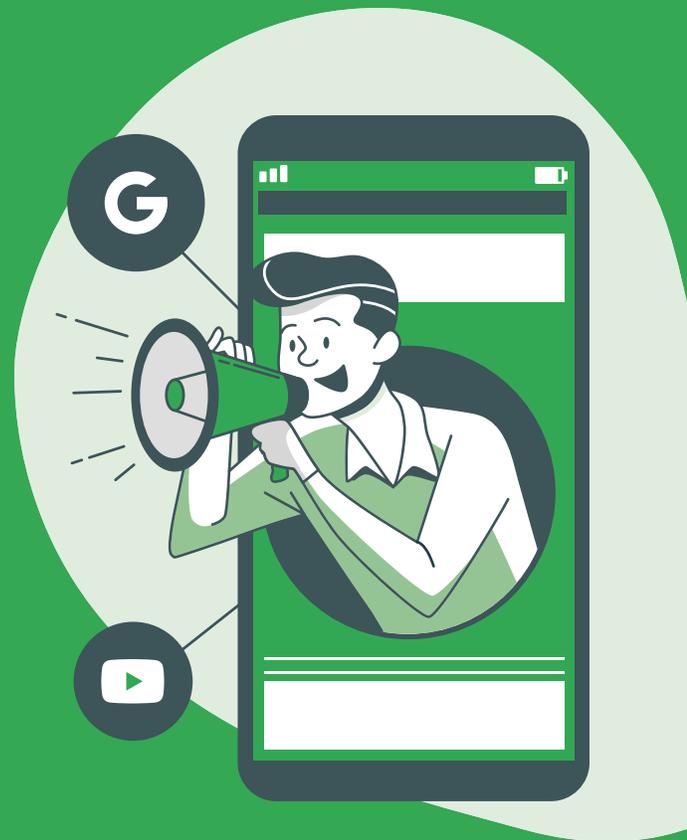
## Solution

### Optimizing Google Ads, Setting up YouTube Ads, and Using Performance Max Campaigns

Devin knew that the Factor One team was a perfect fit as soon as he met them. Their expertise, professionalism, and dedication to understanding Suncoast’s business shone through.

First, Factor One Marketing audited Suncoast’s Google Ads account to plug money-leaking holes and refine targeting. They built new Google Ads campaigns to promote Suncoast’s products to prospects that were likeliest to convert.

Best of all, Factor One introduced YouTube Ads to showcase Suncoast’s products in action and stir up customer desire for outdoor products. Devin is glad that Factor One connected his team with excellent video content creators.



To reduce lead conversion costs further, Factor One utilized Google's newest ad format called Performance Max campaigns. This format allowed them to target audiences whose profiles were similar to those who had previously converted on Suncoast's ads and find more like them. They also manage SEO optimizations and write blog posts.

When Suncoast expanded into the United States, Factor One was instrumental in setting up a successful brand marketing campaign to attract dealers across the USA.

“

Factor One helped us rank our US Google My Business page on organic search results without a physical location.”

## Result

### 200x Return on Google AdWords Spend

The ROI of Suncoast's partnership with Factor One has been astronomical. The company generated \$20 million in business from \$100,000 in Google Ads spend.

Suncoast has seen a 600% increase in new conversions thanks to Factor One's management of their Google Ads, Youtube Ads, SEO, and Performance Max campaigns.



Devin has noticed a 91% reduction in cost per conversion and a reduction of Suncoast's average cost per click to well below \$1 with some campaigns such as YouTube running at an average of just \$0.02 a view!

Factor One's performance has been so exceptional that when Suncoast opened a new office, they didn't consider any other forms of marketing. They knew that doing Google marketing with Factor One was going to work.

Today, Suncoast is dominating organic search rankings. Prospects say, 'I can't wait to build my new house and do a Suncoast Enclosure.'

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“Suncoast Enclosures is a household name thanks to Factor One Marketing. We're dominating our niche because prospects search for 'Suncoast' instead of competitive generic terms.”



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