

Weekly Google Ads Audit

SwiftFlow Plumbing & Heating • Last 30 days • 2026-08-01

50.0 leads for EUR 3272.30 at a blended EUR 65.45 per conversion. 3 campaigns flagged, and EUR 302.60 of campaign spend produced zero conversions.

Campaigns ranked by spend

Campaign	Spend	Conv	Cost/Conv	CTR	Lost IS (Budget)	Verdict
Emergency Callouts 15km Search	EUR 1240.00	27.0	EUR 45.93	6.41%	31%	SCALE - winner, capped by budget
Boiler Service Plans Search	EUR 860.40	11.0	EUR 78.22	4.87%	4%	HOLD - profitable, above target
General Plumbing PMax	EUR 640.80	3.0	EUR 213.60	1.92%	0%	CUT - above break-even
Drain Unblocking Search	EUR 302.60	0.0	—	3.12%	2%	CUT - bleeding, zero conversions
Brand Search	EUR 210.30	9.0	EUR 23.37	11.28%	1%	SCALE - inside target
Display Retargeting	EUR 18.20	0.0	—	0.54%	0%	WATCH - low spend / no data

Target EUR 50.00/conversion • break-even EUR 150.00/conversion • budget-capped flag above 10% lost impression share

Search terms burning money EUR 206.15 spent, zero conversions

Search Term	Campaign	Spend	Clicks
"free boiler government scheme"	Boiler Service Plans Search	EUR 44.10	27
"cheap plumber near me"	General Plumbing PMax	EUR 41.20	38
"plumbing jobs hiring"	General Plumbing PMax	EUR 33.75	29
"how to unblock drain yourself"	Drain Unblocking Search	EUR 28.60	31
"plumber salary netherlands"	General Plumbing PMax	EUR 19.40	16
"plumbing course online"	General Plumbing PMax	EUR 16.85	14
"24 hour emergency vet"	Emergency Callouts 15km Search	EUR 12.30	9
"diy leak repair tape"	Drain Unblocking Search	EUR 9.95	11

Candidates for negative keywords. Adding negatives is reversible and does not touch live bids.

Flags

- Emergency Callouts 15km | Search — BUDGET_CAPPED
- General Plumbing | PMax — ABOVE_BREAKEVEN
- Drain Unblocking | Search — WASTED_SPEND

The read

What happened and why

The account produced 50 leads for EUR 3,272.30 at a blended EUR 65.45 per lead, which sits comfortably under the EUR 150 break-even but above the EUR 50 target. The shape of that average is the real story: Emergency Callouts 15km delivered 27 leads at EUR 45.93 with a 6.41% CTR, and Brand added 9 leads at EUR 23.37, so your two cheapest sources are carrying the account. Emergency Callouts is losing 31% of impression share to budget, meaning the best-performing campaign in the account is being held back by money, not by demand. At the other end, General Plumbing (PMax) spent EUR 640.80 for 3 leads at EUR 213.60 each, well past break-even, and Drain Unblocking spent EUR 302.60 for zero leads. The search term data explains a good part of that waste: EUR 206.15 went to terms with no conversions at all, including "plumbing jobs hiring", "plumber salary netherlands" and "plumbing course online" in PMax (job seekers and students, not customers), "how to unblock drain yourself" and "diy leak repair tape" in Drain Unblocking (people intending to fix it themselves), "free boiler government scheme" in Boiler Service Plans, and "24 hour emergency vet" leaking into Emergency Callouts.

The one change to test this week

Add the eight zero-conversion search terms above as negatives at the right level: the employment and training terms ("plumbing jobs hiring", "plumber salary netherlands", "plumbing course online") plus "cheap plumber near me" into the General Plumbing PMax account-level or campaign negative list, "how to unblock drain yourself" and "diy leak repair tape" as phrase negatives in Drain Unblocking, "free boiler government scheme" in Boiler Service Plans, and "24 hour emergency vet" in Emergency Callouts. This is one change to one variable, it is reversible, and it targets EUR 206.15 of spend over 30 days that produced nothing measurable on the ad side. I am not proposing any budget move this week; note only that Emergency Callouts at EUR 45.93 per lead is the campaign losing 31% of impressions to budget, so if the negatives free up spend, that is where the evidence points, and that decision stays with you.