

Case Study

Performance at Scale: Google Ads Achieve 4X Industry Avg. CTR at Half the Cost



THE KACE

CLIENT PROFILE

The Kace is a 90-unit Class B apartment community in Grand Prairie, Texas, located just minutes from major entertainment attractions. Their target market includes busy professionals and couples who want to live near work, dining, and popular local destinations.

THE CHALLENGE

In a competitive suburban market, The Kace needed to increase their visibility and conversions. With limited room to grow their ad spend, they were looking for a cost-efficient strategy that could consistently deliver results.

THE SOLUTION

Launched a Google Ads campaign designed to maximize performance without overspending, using:

- **Hyper-Local Targeting:** Ads were tailored to reach active apartment seekers in Grand Prairie and along key commuter routes
- **Scroll-Stopping Messaging:** Creative emphasized The Kace's unbeatable location near stadiums, parks, and dining, paired with competitive pricing.
- **On-Point Landing Experience:** Ad clicks led to focused, mobile-friendly pages that matched renter intent and encouraged conversions.
- **Optimized Budget Strategy:** Cost-efficient bidding tactics kept CPC low while maximizing visibility and lead quality.

EXCEPTIONAL RESULTS

FIRST 3 MONTHS



16.2%
CTR

**4X
HIGHER***

\$1.05
CPC

**55%
LOWER***

39.95%
CR

\$2.63
CPA

*than industry average

Get More Out of Every Ad Dollar

Let's talk about how Swifty's Google Ads strategies can help you attract more qualified leads – without increasing your budget.