

Microsoft Ads Delivered 130% Higher ROAS

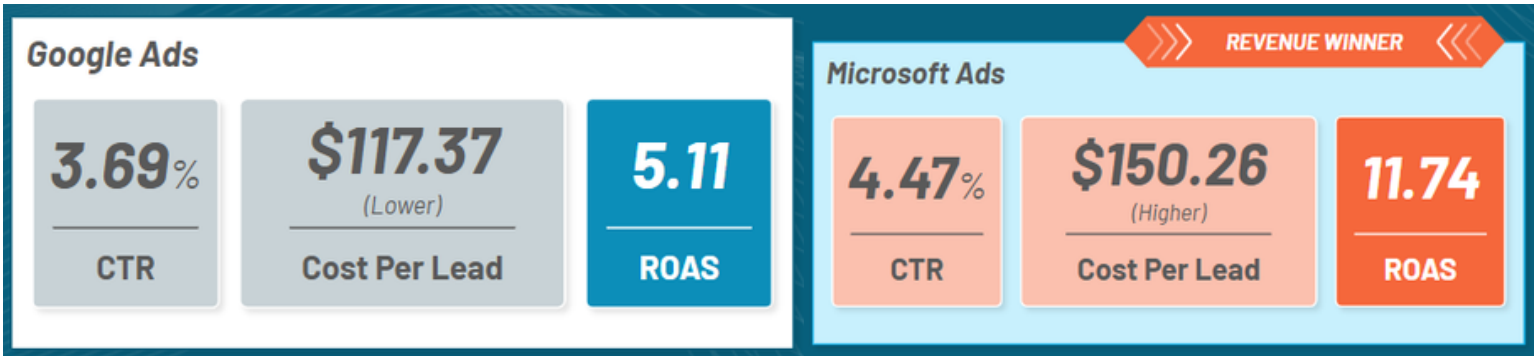
EXECUTIVE SUMMARY

A **hardscape installation company** needed to determine whether Google Ads or Microsoft Ads yielded a stronger financial return. While Google appeared more cost-effective based on Cost Per Lead (CPL) alone, revenue tracking via RevIntel revealed that Microsoft Ads generated a **130% higher Return on Ad Spend (ROAS)** despite a higher CPL.

Scope of Analysis

-  **Channels Evaluated:** Google Ads vs. Microsoft Ads
-  **Attribution Tracking:** Closed-loop revenue attribution via RevIntel
-  **Core Metrics:** Click-Through Rate (CTR), Cost Per Lead (CPL), and Return on Ad Spend (ROAS)

THE IMPACT OF THE STRATEGY



STRATEGY & APPROACH

-  **Evaluated Beyond Lead Cost:** Assessed end-to-end revenue generation rather than relying on top-of-funnel lead costs.
-  **Connected Ads to Revenue:** Deployed RevIntel to link ad performance directly to closed sales.
-  **Protected High-Value Channels:** Prevented shifting budget toward cheaper, lower-converting leads.

KEY TAKEAWAY

Optimizing solely for the lowest CPL can lead to misallocated ad spend. Measuring closed revenue protects high-performing channels and maximizes actual return.

See which channels
actually drive
revenue

Discover What
RevIntel Can Reveal

