Paid ads case study

Electric Cart Watersound Google Ads: 135% more leads at half the cost per lead for a Florida golf cart dealer

Google Ads | Golf carts, sales and service | Florida, USA

Electric Cart Watersound sells and repairs golf carts near Panama City Beach, Florida. Offshore Marketers runs its Google Ads. Between February and September 2026, monthly conversions more than doubled while the cost of each one fell by half.

+135%	-51%	+110%
Monthly conversions	Cost per conversion	Monthly clicks

Industry	Market	Service
Golf carts, sales and service	Florida, USA	Google Ads

The goal

Bring more calls and enquiries from local buyers.

- Grow phone calls and form leads
- Cut the cost of each lead
- Beat local competitors in search

What we did

We cut waste and moved budget to the campaigns that bring leads.

1. **Budget to winners**
   Paused weak call-only ads and moved budget to repair and sales campaigns.

2 **Clean tracking**
Fixed the conversion goals so calls and button clicks were tracked properly.

3 **New campaigns**
Tested new campaigns and broad keywords like "electric golf carts for sale".

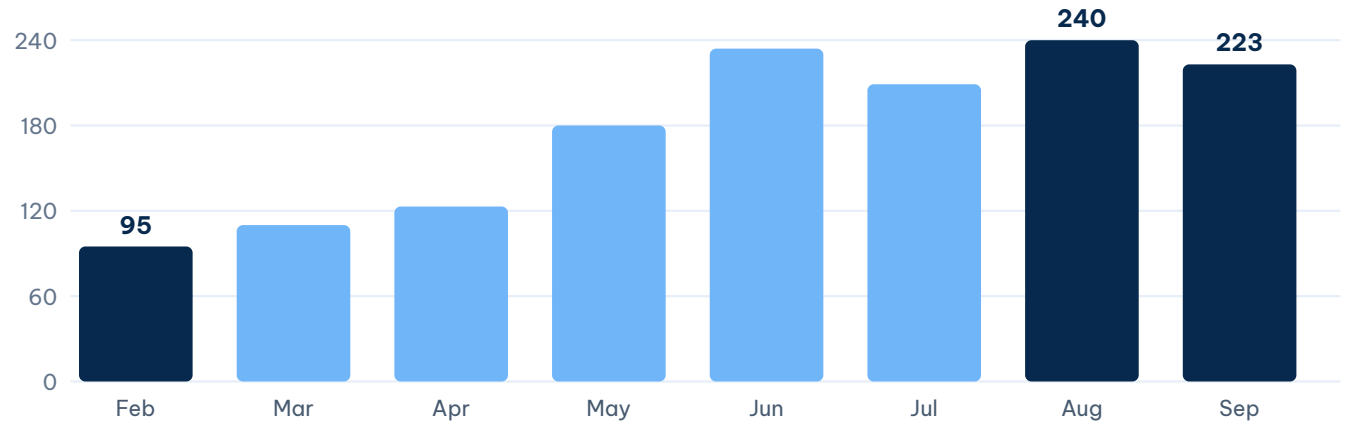
4 **Room to grow**
Raised the daily budget from $101 to $156 once results proved out.

The results

Monthly conversions grew from 95 to 223 while each one cost less than half as much.

Google Ads	February 2026	September 2026
Conversions	95	223
Cost per conversion	$29.73	$14.46
Clicks	869	1,825
Cost per click	$3.25	$1.77
Click-through rate	5.39%	7.95%

Conversions per month



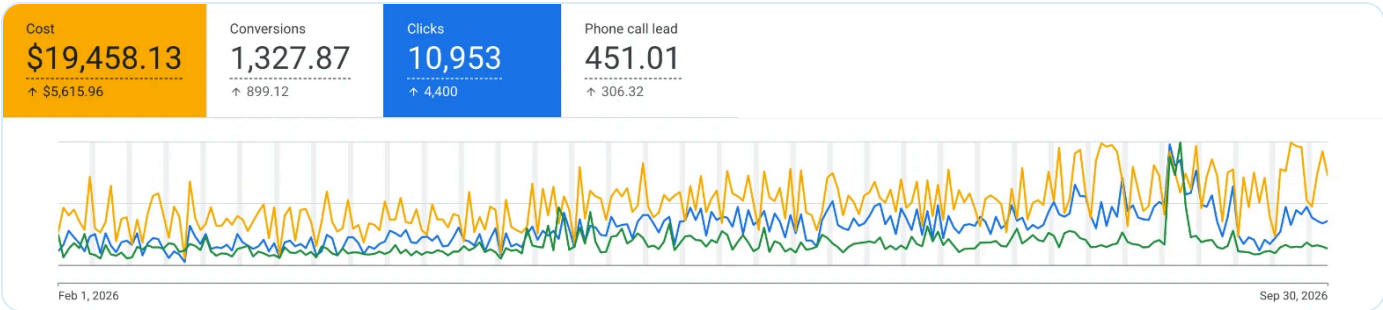
Source: Google Ads, Electric Cart Watersound account, monthly reports February to September 2026.

What it adds up to

By September the ads showed for almost three times as many searches as the nearest competitor.

The proof

Screenshots from the live accounts and tools behind this case study.



Google Ads, Electric Cart Watersound account, 1 February to 30 September 2026, with the change against the period before.

Want results like this?

Book a free call. We will look at your website, your accounts and your goals, and tell you what we would do first.

Book a Free Call

Email: social@offshoremarketers.com
US phone: +1 201 293 6876
Website: offshoremarketers.com

About this report

All figures come from the Electric Cart Watersound Google Ads account, as shown in our monthly reports to the client from February to September 2026.