Google Ads case study

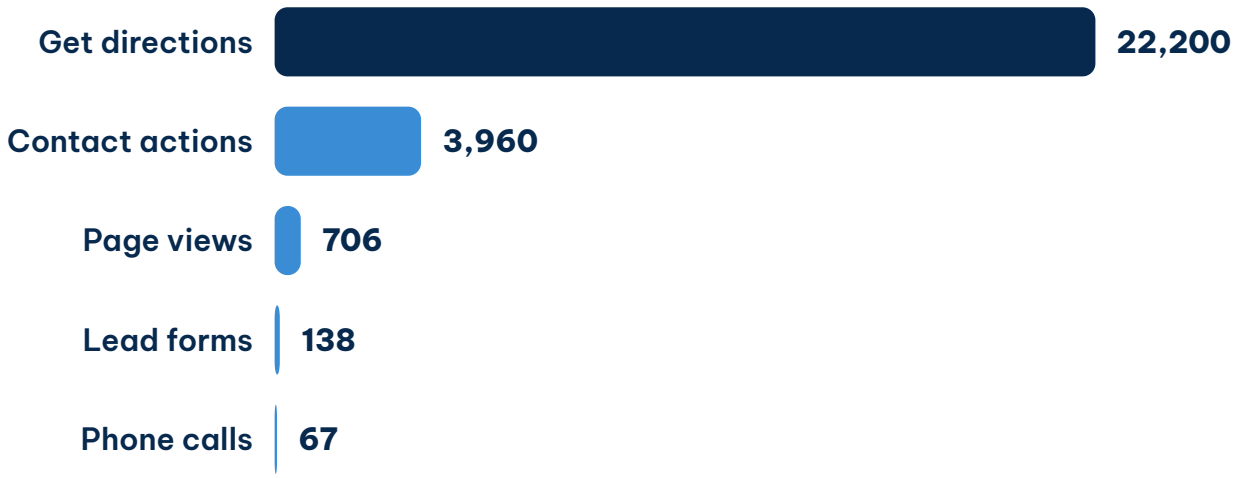
22,200 Showroom Direction Requests

Google Ads for a furniture and interiors brand in North India

A furniture and interiors brand with physical showrooms. The client's name is withheld under NDA. Every number here comes from the client's own Google Ads account, April 2024 to November 2026.

22,200	3,960	₹3.68
People asked for directions	Contact actions	Average cost per click

What people did after seeing the ads



Source: Google Ads, Goals summary and campaign totals, all time. Directions and contacts are rounded by Google to 22.2K and 3.96K.

Industry	Market	Channel	Period
Furniture and interiors	North India	Google Ads	Apr 2024 to Nov 2026

The goal

Bring more people into the showrooms, at a low cost per click.

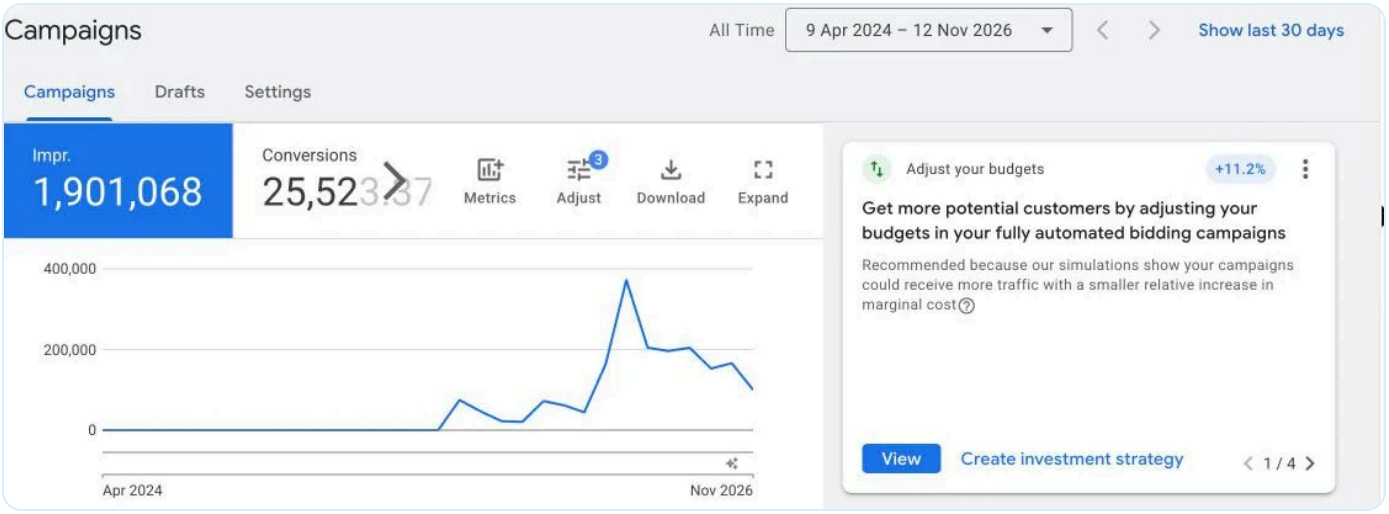
- Reach people searching for furniture and interiors nearby
- Get them to call, message or ask for directions
- Keep the cost per click low

What we did

1. **Search campaigns**
   Ads on high-intent searches for furniture and interior work in the cities the showrooms serve.
2. **Local campaigns**
   Smart and Performance Max campaigns to reach local searchers on Google Search and Maps.
3. **Tracked showroom actions**
   Direction requests, calls, contact clicks and lead forms counted as results, so bidding chased real visits.

The results

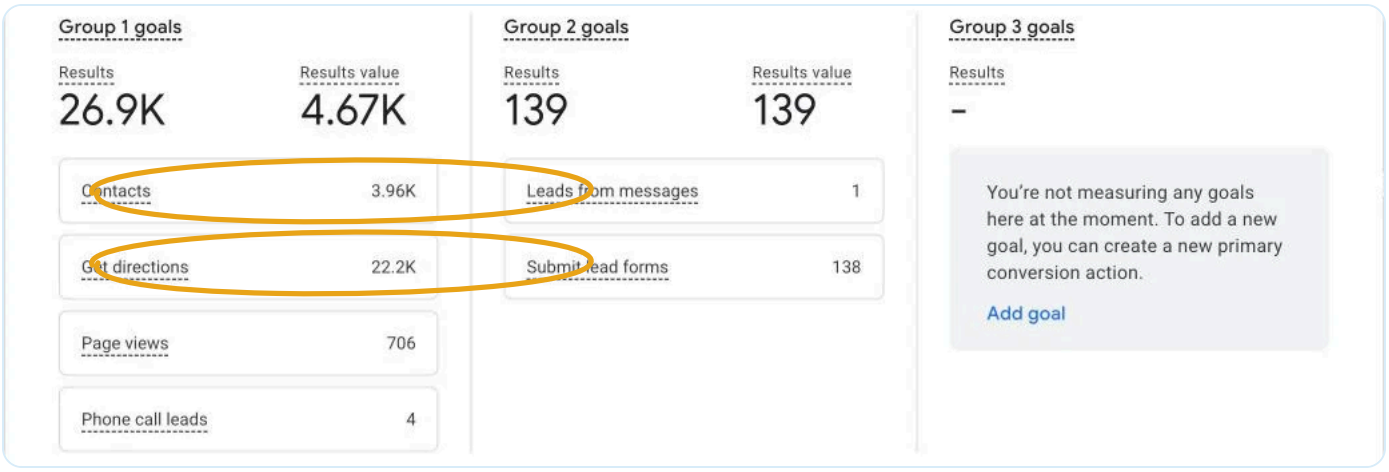
Google Ads, all time	Result
Times the ads were shown	2,010,969
Clicks	86,927
Click-through rate	4.32%
Average cost per click	₹3.68
Total spend	₹319,629
Direction requests	22,200
Contact actions	3,960
Lead form submissions	138



Google Ads campaigns, all time. This view shows enabled campaigns only (1,901,068 impressions). The table above includes paused ones.

Where the results came from

Most actions were people asking Google Maps for directions to a showroom.



Google Ads Goals summary, 9 April 2024 to 12 November 2026.

Spend by campaign type

Campaign type	Spend	Clicks	Conversions
Search	₹141,818	6,474	922
Smart	₹35,693	37,318	573
All campaigns	₹319,629	86,927	25,906

What the numbers say

- About 3 in 10 clicks led to a showroom action
- Each direction request or contact cost about ₹12
- Smart campaign clicks cost ₹0.96 on average

Want results like this?

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US phone: +1 201 293 6876
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About this report

Data was pulled on 12 November 2026 from the client's Google Ads account. Screenshots are unedited, apart from cropping and the yellow circles we added. The client's name is withheld under NDA.