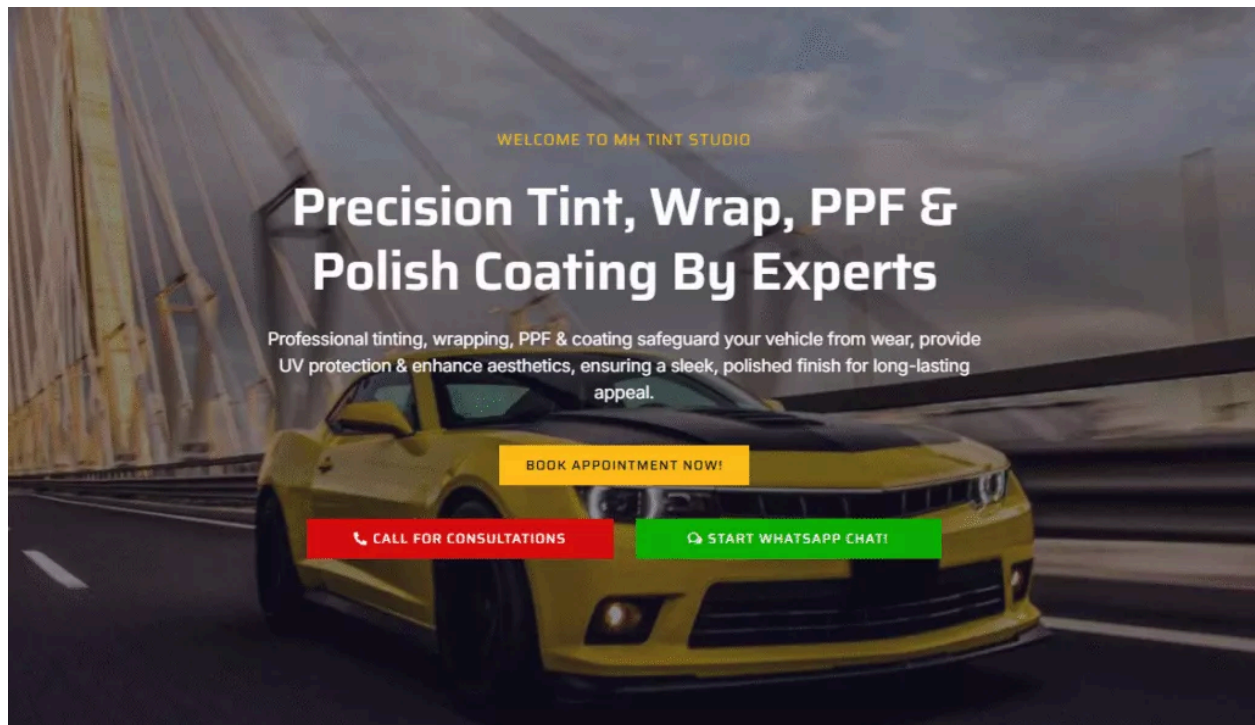


## Case Study: Scaling MH Tint Studio's Business with Full-Funnel Google Ads Strategy



**Client:** MH Tint Studio

**Industry:** Automotive Services – Window Tinting

**Engagement Duration:** 6 Months

**Channels Used:** Google Search, Performance Max, Display, YouTube

**Primary Goal:** Generate more high-quality local leads and increase booked appointments

### Background

MH Tint Studio offers premium automotive window tinting services in a competitive local market. They had strong service quality but lacked the online exposure needed to generate consistent customer traffic. The goal was to build a full-funnel digital advertising strategy that could bring in new leads, build brand awareness, and ultimately increase bookings.

### Challenges

- Low online visibility despite strong offline reputation
- Limited digital marketing experience in-house
- Competition from both large franchises and local tint shops

- Need to maximize results within a modest ad budget

## Strategy Overview

I developed a **multi-channel Google Ads strategy** that targeted users throughout the buyer journey—from awareness to conversion—using a combination of **Search**, **Performance Max**, **Display**, and **YouTube** campaigns.

## Campaign Execution

### Search Campaigns – Capturing High-Intent Leads

- Conducted keyword research targeting terms like "window tinting near me", "ceramic tint [city]", and service-specific queries.
- Created tightly themed ad groups with ad copy tailored to different service offerings.
- Used ad extensions (site links, callouts, location) to improve CTR and provide more engagement options.

### Performance Max (PMax) – Driving Conversions Across All Channels

- Leveraged Google's AI to optimize across Search, Display, YouTube, and Discover.
- Uploaded creative assets, structured conversion tracking, and segmented audiences by location and interest.
- Allowed the system to allocate budget toward the highest-performing channels based on real-time performance data.

### Display Campaigns – Retargeting & Brand Visibility

- Built custom audiences from website visitors and video viewers to retarget users across the web.
- Used visually appealing display creatives with strong calls-to-action to reinforce brand presence and encourage return visits.
- Focused placements on auto-related websites and local news/blogs.

### YouTube Ads – Driving Awareness and Local Engagement

- Produced short-form video ads showcasing services, customer testimonials, and before-after tinting examples.

- Targeted in-market and affinity audiences (e.g., car owners, auto enthusiasts) in the client's service area.
- Leveraged skippable in-stream ads to build brand recall cost-effectively.

### Optimization & Reporting

- Set up **conversion tracking** for phone calls, form submissions, and bookings.
- Ran weekly optimizations: bid adjustments, negative keyword refinements, creative refreshes.
- Provided detailed monthly performance reports with insights and recommendations.

### Results (After 6 Months)



**3x Increase in Monthly Leads**



**40% Lower Cost-Per-Lead Compared to Initial Benchmarks**



**Over 100K Impressions on YouTube Ads**



**High Retargeting Engagement from Display Campaigns**



**Consistent Booking Schedule, Often at Capacity**

### Client Testimonial

“We had no idea digital ads could bring in this much business. Our phones don't stop ringing. This strategy really took our tint shop to the next level.”  
– MH Tint Studio

### Conclusion

By building a full-funnel Google Ads strategy that combined Search, Performance Max, Display, and YouTube, MH Tint Studio was able to scale its lead generation, establish a strong local digital presence, and turn online clicks into real-world bookings. This case shows how even small businesses can achieve big results with the right strategy and execution.