



Septra

Cross-Platform Marketing Audit

CLIENT

Summit Peak Home
Services

VERTICAL

HVAC & Plumbing · Denver,
CO

PERIOD

June 9 – July 6, 2026 (4
weeks)

*Fictional company — sample data
for illustration*

PREPARED BY

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\$18,400

Total ad spend

Google \$12,600 · Meta
\$5,800

157

Leads generated

96 Google · 61 Meta

\$117

Blended cost per lead

Google \$131 · Meta \$95

~\$3,600/mo

**Recoverable waste
found**

≈19.6% of monthly spend

01 Executive Summary

Summit Peak spent \$18,400 across Google Ads and Meta Ads in the four weeks ending July 6, generating 157 tracked leads at a blended \$117 cost per lead. Underneath the stable topline, this audit found approximately \$3,600/month in recoverable waste — and one measurement defect serious enough that it should be fixed before any budget decision is made: GA4 is over-counting form conversions by roughly 2.7x, which means the CPL your dashboards report is not the CPL you are actually paying.

On Google Ads, the three biggest leaks are search-term waste (\$1,470 spent on 214 clicks from do-it-yourself and job-seeker queries that produced zero conversions), Performance Max cannibalizing brand traffic at 3.5x the CPC of the dedicated brand campaign, and the top-performing AC Repair campaign hitting its daily budget cap by early afternoon during the highest-demand week of the period. On Meta, the primary issue is creative fatigue: the lead ad set's frequency reached 4.8 and its CPL nearly doubled from \$61 to \$118 over the four weeks.

The action plan below is ordered by expected impact against effort. Items P1–P3 are execution-ready — negative keyword lists and replacement creative briefs are attached as tasks — and together address roughly \$2,400/month of the identified waste with under two hours of implementation work.

\$12,600 spend · 1,842 clicks · 96 conversions · \$131 CPL

HIGH IMPACT**Search-term waste: \$1,470 with zero conversions**

11.7% of Google spend went to search terms with no purchase intent — dominated by DIY queries (“how to fix ac yourself”, “diy furnace repair”) and job-seeker queries (“furnace repair jobs denver”). These 214 clicks produced 0 conversions across the full period.

\$1,470

Wasted spend

214

Clicks

0

Conversions

→ **Recommended action:** Add the attached 23-term negative keyword list at account level; add “jobs”, “salary”, “diy”, “how to” as phrase-match negatives.

HIGH IMPACT**AC Repair campaign is budget-capped during peak demand**

During the June 22–28 heatwave week, “AC Repair — Denver Metro” exhausted its daily budget by ~2pm on five of seven days. Lost impression share (budget) reached 38% in the exact week search demand peaked — the account was turned off during its best hours.

38%

Lost IS (budget), peak week

5 of 7

Days capped by 2pm

\$96

Campaign CPL

→ **Recommended action:** Shift \$1,200/mo from the underperforming Water Heater campaign into AC Repair for the remainder of cooling season; revisit September 1.

MEDIUM**Performance Max is cannibalizing brand traffic at 3.5x the CPC**

PMax captured 31% of brand-term clicks this period at an average \$8.12 CPC. The dedicated brand campaign pays \$2.35 for the same clicks. This inflates PMax's reported performance while adding no incremental leads.

31%

Brand clicks via PMax

\$8.12

PMax brand CPC

\$2.35

Brand campaign CPC

→ **Recommended action:** Add brand terms as account-level brand exclusions to the PMax campaign. Estimated ~\$900/mo returned to non-brand prospecting.

OPPORTUNITY**Water Heater campaign has outgrown manual CPC**

The campaign has accumulated 46 conversions in 30 days on manual bidding — comfortably above the volume where Target CPA typically outperforms manual bids for lead-gen accounts of this size.

46

Conversions (30d)

\$118

Current CPL

→ **Recommended action:** Migrate to tCPA at \$110 with a two-week learning window; hold budget flat during learning.

\$5,800 spend · 61 leads · \$95 CPL

HIGH IMPACT

Creative fatigue: CPL nearly doubled in four weeks

The top lead ad set's frequency climbed to 4.8 over the period while its CPL rose from \$61 (week 1) to \$118 (week 4). The audience has seen this creative too many times; performance decay is textbook fatigue, not auction pressure.

4.8

Frequency

\$61 → \$118

CPL week 1 → week 4

- **Recommended action:** Launch the three attached replacement variants (new hook, same offer) and retire the fatigued creative once a variant reaches 50 leads.

MEDIUM

Two ad sets are bidding against each other

"Homeowners 35+ Denver" and the Advantage+ audience ad set show 64% audience overlap. Both target the same conversion event from the same pixel, so they compete in the same auctions and inflate each other's CPMs.

64%

Audience overlap

- **Recommended action:** Consolidate into the Advantage+ ad set and let the budget rebalance for one week before judging performance.

MEDIUM

Lead quality gap: 38% of Meta leads unreachable

Per the shared call log, 38% of Meta instant-form leads never answered the phone, vs 12% for Google leads. Instant forms are pre-filling too much — low-intent users submit without friction.

38%

Unreachable Meta leads

12%

Unreachable Google leads

- **Recommended action:** Add one qualifying question ("When do you need service?") to the instant form. Expect volume to dip and answer-rate to climb; re-audit in 3 weeks.

HIGH IMPACT

Conversions are over-counted ~2.7x — fix before any budget decision

The form_submit event fires on every step of the multi-step booking form, not just completion. GA4 reported 421 “conversions” this period; the CRM logged 157 actual leads. Every CPL your dashboards show is roughly 2.7x better than reality, and any bid strategy fed this signal is optimizing for form steps, not leads.

421

GA4 reported conversions

157

CRM actual leads

~2.7x

Inflation factor

→ **Recommended action:** Re-key the conversion to the final-step submission event only; mark step events as non-conversions. Backfill note for month-over-month comparability.

MEDIUM

41% of paid sessions lose click attribution

The /book flow's redirect strips URL parameters, so 41% of paid sessions arrive without a gclid and get bucketed as direct/none. Channel-level ROAS comparisons are unreliable until this is fixed.

41%

Paid sessions missing gclid

→ **Recommended action:** Preserve query parameters through the /book redirect (one-line change in the redirect rule).

MEDIUM

Mobile landing page is losing the clicks you pay for

/ac-repair takes 6.1s to largest-contentful-paint on mobile. 71% of paid clicks this period were mobile, and mobile bounce (68%) runs 27 points above desktop (41%).

6.1s

Mobile LCP

71%

Mobile share of paid clicks

68% vs 41%

Bounce: mobile vs desktop

→ **Recommended action:** Compress the hero image and defer the chat widget — the two largest contributors per the trace. Target LCP under 2.5s.

OPPORTUNITY

Paying \$14.60 CPC for a query you almost rank #3 for

The site sits at average position 4.2 for “emergency furnace repair denver” (2,900 impressions/mo) while simultaneously bidding \$14.60 CPC on the same query. A modest on-page push could capture this traffic organically and let paid focus on terms without organic coverage.

4.2

Organic position

2,900

Monthly impressions

\$14.60

Paid CPC (same query)

→ **Recommended action:** Refresh the emergency-furnace page (title, FAQ block, internal links); reduce paid bids on this term once position ≤ 3 holds for two weeks.

OPPORTUNITY

18 high-intent queries have no dedicated page

Queries like “tankless water heater installation cost denver” rank position 5–12 against generic service pages. These are page-one-adjacent terms where a dedicated page typically moves the needle within a quarter.

18

Queries ranked 5–12

→ **Recommended action:** Attached content brief covers the top 5 by impression volume; recommend one page per week starting with water heater installation.

06 Prioritized Action Plan

#	ACTION	EXPECTED IMPACT	EFFORT
P1	Apply 23-term negative keyword list (attached)	~\$1,470/mo waste stopped	30 min
P2	Fix GA4 form_submit double-counting	Restores true CPL — unblocks every other decision	1 hr
P3	Add brand exclusions to Performance Max	~\$900/mo back to prospecting	20 min
P4	Shift \$1,200/mo Water Heater → AC Repair (seasonal)	Recovers 38% lost impression share in peak demand	15 min
P5	Launch 3 replacement Meta creatives (attached)	CPL back toward the \$61 week-1 baseline	1–2 hrs
P6	Fix /ac-repair mobile LCP (6.1s → <2.5s)	Fewer paid clicks bounced; quality score tailwind	2–4 hrs

This is a sample report. Summit Peak Home Services is a fictional company and all figures are illustrative — they show the structure, depth and citation style of a real Septra audit. Reports for your workspace are generated exclusively from your connected account data; agents are required to cite real numbers for every finding.