

greyturtle

Case Study

2,500 Calls a Year for Under £2 Each: How a Small Heating Company Outperformed the Nationals on Google Ads

Add Heat × Greyturtle

AT A GLANCE

The Headlines

2,500

Calls in a Year

Inbound phone calls generated in a single 12-month campaign

<£2

Cost Per Call

Average cost per inbound call – against an industry benchmark of £30–£100+

£350

Monthly Budget

Combined monthly ad spend across both campaigns

8yrs

Partnership

Eight years and counting as Add Heat's digital marketing partner

Client: Add Heat

Sector: Domestic & commercial heating (gas, oil, electric, underfloor, heat pumps)

Location: Cheadle, Cheshire

Service: Google Ads PPC management, landing page design

Campaigns: Performance Max – underfloor heating & heat pumps

Result: Consistently under £2 per call across a full year

The Client



Add Heat is a Cheshire-based heating company covering the full spectrum of domestic and commercial heating – gas and oil boilers, electric heating, underfloor systems, air conditioning and heat pumps. They're a small, expert team who do exceptional work, serving both homeowners and commercial clients across Cheadle and the surrounding areas.

When it comes to Google Ads, the heating sector is one of the most competitive battlegrounds there is. Add Heat isn't just competing with other local firms – they're going up against British Gas, Boiler Guide, and a host of well-funded national operators who spend heavily to dominate search results. For a small team with a modest budget, getting meaningful results from paid search is genuinely difficult.

Greyturtle has been Add Heat's digital marketing partner for almost eight years – managing Google Ads PPC campaigns and landing page design throughout.

THE CHALLENGE

David vs the Nationals

Heating is a high-intent, high-competition search category. When a homeowner's boiler breaks down, they go straight to Google – but so does every other heating company in the country, including nationals with six-figure ad budgets.



Brutal Competition

British Gas, Boiler Guide, and well-funded national operators spend heavily to dominate heating search results. Cost per click in this sector can be punishing for smaller players.



Modest Budget

With a combined monthly ad budget of around £350, competing on raw spend against companies many times their size simply wasn't an option. Every penny had to work harder.



Local Call Volume Needed

Add Heat needed a steady, reliable flow of inbound calls from genuinely local customers – people within their geographic patch who needed heating work done, not broad national traffic.



Industry Cost Benchmarks

Typical cost per lead benchmarks in heating and HVAC range from £30 to over £100 through Google Ads. Add Heat needed results that made their budget actually viable.

THE APPROACH

Outsmarting the Competition, Not Outspending Them

Rather than attempting to compete on budget, Greyturtle focused on precision – making every penny of Add Heat's modest spend work as hard as possible.



Geographic Precision

Campaigns were built around tight geographic targeting – covering precisely the areas Add Heat's team could realistically serve, and no further. Every penny reached relevant, local customers.



Performance Max Campaigns

Two dedicated Performance Max campaigns were built and refined – one for underfloor heating, one for heat pumps. These specialist services faced less dominance from national giants.



Landing Page Quality

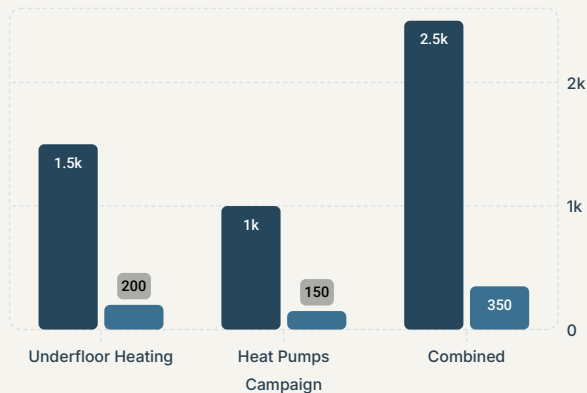
Greyturtle redesigned Add Heat's website to ensure landing pages were fast, high-quality, and built to convert. Better Quality Scores directly reduced cost per click across every campaign.



Measurable Results That Speak for Themselves

For a Google Ads budget of around £350 per month, Add Heat received approximately 2,500 inbound phone calls in a single year — at an average cost per call of well under £2.

■ Calls Generated ■ Monthly Budget (£)



Calls generated per campaign vs. monthly ad budget across the 2025 campaign year.

Underfloor Heating

~£200/month budget. Cost per click: **26p**. Conversion rate: **10%**. Cost per call: **£1.69**. Over **1,500 calls** generated across the year.

Heat Pumps

~£150/month budget. Cost per click: **15p**. Cost per call: **£1.50**. Almost **1,000 calls** generated across the year.

Industry Context

Typical cost per lead benchmarks in heating and HVAC: **£30 to £100+** through Google Ads. Greyturtle delivered calls for a fraction of that figure, consistently, over a full year.

The Client's Verdict

Add Heat regularly report being **overwhelmed with inbound calls** — a problem most small businesses would be very happy to have.



EIGHT YEARS AND COUNTING

Why Long-Term Partnerships Deliver

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"Results like these don't happen by accident, and they don't happen overnight. They're the product of nearly eight years of continuous refinement – testing, learning, adjusting, and building on what works."

Greyturtle

Add Heat's Digital Marketing Partner since 2017

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The campaigns running today are sharper and more efficient than they were a year ago – and sharper again than the year before that. That's what a long-term agency partnership looks like when it's working properly. If you're a local service business that relies on inbound calls, you don't need to outspend the nationals. You need campaigns built with precision, landing pages that convert, and an agency that understands how to make a modest budget work extremely hard.



Ready to Talk?

Are Your Google Ads Generating the Calls Your Business Needs?

If your Google Ads aren't generating the call volumes your business needs – or if you've been quoted eye-watering costs per lead elsewhere – let's have an honest conversation about what's achievable.

Greyturtle takes a precision-first approach to PPC campaign management – so even with a modest budget, you see results where they count most. We've been doing exactly that for Add Heat for eight years. We'd love to do it for you too.

No hard sell. No long-term commitment.

Just an honest conversation about what's possible. If your Google Ads results aren't reflecting the quality of what you do, we'd love to take a look.

Email Us

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Greyturtle is a Cheshire-based digital marketing agency serving ambitious businesses across Manchester, Liverpool, the Wirral, and beyond.

