

PEACHY POOLS

Client Overview

Peachy Pools (Pool Covers & Pool Heating) provides premium pool heating and cover solutions across South East Queensland, helping homeowners extend their swimming season and improve year-round pool usability.

Channels

Google Ads

Meta Ads

SEO

Driving a

300%

**Increase in
Lead
Generation**

Through High-Intent Search Optimisation

Following a **full restructure** of Peachy Pools' digital marketing strategy, Ampla Digital shifted focus away from low-intent traffic and **toward high-value, purchase-ready search behaviour**. Google Ads campaigns were **rebuilt** around **high-intent** pool heating and installation services, reducing wasted spend on low-converting keywords and **improving lead quality** without increasing budget.

Meta and SEO activity supported demand generation and **strengthened awareness**, feeding consistent top-of-funnel traffic into paid search and **improving overall visibility across channels**.

The result was a **significant uplift in qualified leads, stronger traffic quality** across all channels, and a **more efficient acquisition strategy** delivering better returns from the same media investment.

Result

300%+

increase in new leads
from Paid Search

31%

decrease in cost
per click

1.1K+

direct sessions
(+144.3%)

75%

reduction in cost per
lead

1.3K+

paid search sessions
(+60%)

554

organic social
sessions (+67.9%)

41%

increase in click-
through rate

1.3K+

organic search
sessions (+84.6%)

2,025

users generated in last
90 days (up from 226)