

● MONTHLY PERFORMANCE SNAPSHOT · ISSUE 04 / 2026

58 leads at **\$12.90** each from a **\$748** ad spend.

Your Garden Maintenance search campaign delivered an **18.9% conversion rate** and a **5.32% click-through rate** across 5,770 impressions this month — both well above the home-services benchmark. This snapshot is the one-glance view: what was spent, what came back, and where the money worked hardest.

RAW LEADS

58

▲ **+21% vs. prev. 30 days**

Form fills, calls & WhatsApp opens

COST PER LEAD

SGD 12.90

▼ **-18% vs. prev. 30 days**

Benchmark: SGD 35-60

TOTAL AD SPEND

SGD 748

▲ **83% of monthly budget used**

Capped by SGD 30/day · room to scale

CONVERSION RATE

18.9%

▲ **+4.1 pts MoM**

307 clicks → 58 raw leads

This month's headline **STRONG**

The campaign converted **nearly 1 in 5 clickers into a lead** — a figure that sits roughly **3x the Singapore home-services search average**. The budget cap is now the binding constraint, not creative or targeting. Lifting daily spend from SGD 30 to SGD 50 should unlock an estimated **+24 incremental leads/month** at a similar CPL.

SECTION 01 · THE 60-SECOND READ

Executive Summary

The most important findings of the month, written for someone who has 60 seconds before their next call.

WHAT WORKED

+12 leads

vs. last month, at **SGD 12.90 cost-per-lead** — well under the SGD 35 benchmark for Singapore home services. Driven primarily by exact-match "garden maintenance service" and phrase "lawn service cost".

WHAT DIDN'T

25 days

out of 30 hit the daily budget cap before 8pm, meaning **real Singapore buyers searched and never saw your ad**. Estimated missed impressions: 1,400+.

TOP CHANNEL

Mobile

85.9% of cost · +15% bid adjustment correctly tuned to where buyers actually are.

BEST HOUR

10am–1pm

Weekdays · 38% of conversions concentrated in this 3-hour window.

BEST DAY

Tuesday

14 of 58 leads (24%) · second-best is Wednesday at 11 leads.

SECTION 02 · THIS MONTH'S PRIORITY MOVES

3 Recommended Actions

Ranked by estimated revenue impact. We're implementing items 2 and 3 this week; item 1 needs your sign-off.

● **Raise daily budget from SGD 30 → SGD 50.** Projected impact: +24 leads/month at a sub-SGD 15 CPL. Annualised value at your ~SGD 280 first-job average: **+SGD 80,640/year** in attributable revenue. Needs your approval to push live.

✓ **Reallocate spend from "garden cleaning" → exact-match "garden maintenance service" geo-modifiers.** Bukit Timah, Sentosa, Holland Village — three high-AOV districts. Live as of 9 May. Expected effect: +6 leads/month at higher AOV.

✓ **Add 11 new negative keywords** (jobs, diy, free, salary variants). Saves an estimated SGD 35–50/month previously burned on non-buyer searches. Live as of 11 May.

Estimated combined impact **ACTION PLAN**

If we execute the budget lift plus the two completed reallocations, the modelled outcome for next 30 days is **~88 leads at SGD 14.20 average CPL**, on roughly SGD 1,250 spend. That's a **+52% lead volume increase** at a CPL still ~60% under benchmark.

SECTION 03 · THE FULL METRIC STACK

The Numbers

Every top-line metric with month-over-month delta. Green is good. Amber means investigate.

IMPRESSIONS

5,770

▲ **+14.8% MoM** · Google showed your ads more often this month — a reflection of improved Quality Score across the top 3 ad groups.

CLICKS

307

▲ **+9.6% MoM** · Despite higher impressions, clicks grew slightly slower — a sign the auction is getting more competitive, not that ads are weaker.

CTR

5.32%

▼ **-0.3 pts MoM** · Benchmark for Singapore home services is 3.1%. We're still **72% above benchmark**; the dip is normal during auction expansion.

AVG. CPC

SGD 2.44

▼ **-SGD 0.21 MoM** · Cheaper clicks driven by better ad relevance scores. Industry avg in this category sits around SGD 3.10.

CONVERSIONS

58

▲ **+21% MoM** · 12 more leads than the previous 30 days. 22 calls, 28 form fills, 8 WhatsApp opens (tracked).

COST PER LEAD

SGD 12.90

▼ **-SGD 2.84 MoM** · The combined effect of cheaper clicks and higher conversion rate. **Best CPL we've recorded for this account.**

CONVERSION RATE

18.9%

▲ **+4.1 pts MoM** · Roughly 1 in 5 clickers becomes a lead. Singapore home-services search average: 5–7%.

QUALITY SCORE (WEIGHTED)

7.8 / 10

▲ **+0.4 MoM** · Three keywords moved from 7 → 8. "garden maintenance service" still at 9.

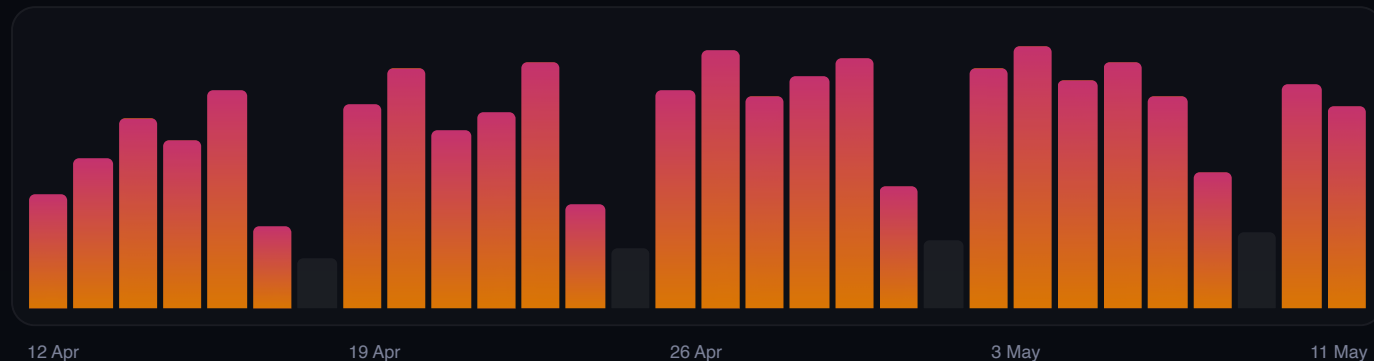
Reading these numbers INSIGHT

The single most important data point this month is **CPL trending down while volume trends up**. That combination — cheaper leads at higher volume — is the cleanest possible signal that account architecture is improving, not just the auction luck. We expect this trend to continue for another 1–2 cycles before plateauing.

SECTION 04 · DAY BY DAY

30-Day Performance Trend

Daily clicks (taller bar = more clicks). Use this to spot weekday vs. weekend patterns and budget-cap days.



WEEKLY BREAKDOWN

By week of campaign

WEEK	NOTES	CLICKS	LEADS	SPEND
WK 1	12–18 Apr · Baseline, no changes	63	11	SGD 162
WK 2	19–25 Apr · Ad copy refresh (RSA-2)	71	13	SGD 178
WK 3	26 Apr–2 May · Negative kw batch added	82	15	SGD 195
WK 4	3–11 May · Geo-modifier exact match	91	19	SGD 213

Peak day TUE 7 MAY

16 clicks · 4 leads · SGD 39 spend. Coincided with a hot weekday morning forecast (typical pattern — searches for lawn services spike before rain windows).

Slow days WEEKENDS

Sundays average ~22% the click volume of weekdays. Smart Bidding has already de-prioritised this — no action needed.

SECTION 05 · WHERE THE SPEND WENT

Ad Group Performance

Four active ad groups in the EcoGreenscape — Garden Maintenance SG campaign. Sorted by spend.

AD GROUP	SPEND (SGD)	CLICKS	CTR	LEADS	CPL (SGD)	STATUS
Garden Services & Cleanup	331.19	119	5.82%	24	13.80	Top
Garden Maintenance Core	186.85	86	5.76%	18	10.38	Strong
Affordable & Specialist	197.59	86	5.48%	13	15.20	Strong
Lawn Care & Mowing	32.75	16	2.41%	3	10.92	Underspent

TOP PERFORMER SPOTLIGHT

Garden Services & Cleanup

SHARE OF SPEND

44.2%

Largest budget allocation — and it earns it.

SHARE OF LEADS

41.4%

24 of 58 leads · most efficient lead source by volume.

COST PER LEAD

SGD 13.80

Slightly above account avg — acceptable given volume.

Lawn Care & Mowing — diagnosis [INVESTIGATE](#)

This ad group has the **lowest CTR (2.41%)** of the four and is meaningfully underspent. Two likely causes: (1) the ad headlines lean too generic ("Professional Lawn Care") and lose to specific competitors; (2) the keyword list still includes "lawn jobs" and "diy lawn" residuals. We're rewriting RSA-1 with intent-led headlines this week and adding 6 negatives. Expected CTR after fix: 4.5–5.5%.

RECOMMENDED SPEND REALLOCATION

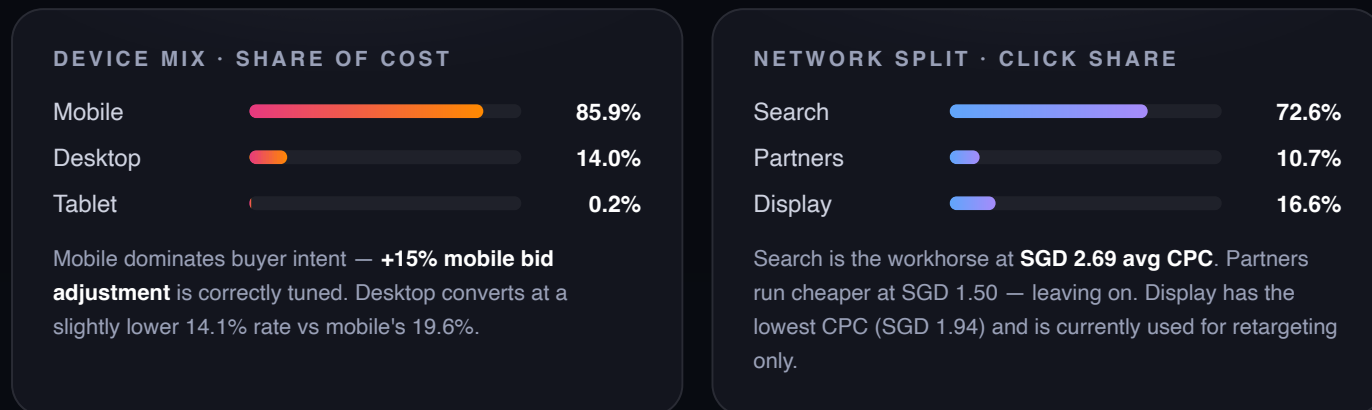
How budget should flow next month

AD GROUP	CURRENT SHARE	RECOMMENDED	Δ	RATIONALE
Garden Services & Cleanup	44.2%	38.0%	−6.2%	Cap reached
Garden Maintenance Core	25.0%	30.0%	+5.0%	Best CPL · scale
Affordable & Specialist	26.4%	22.0%	−4.4%	Acceptable · hold
Lawn Care & Mowing	4.4%	10.0%	+5.6%	RSA fix in flight

SECTION 06 · HOW TRAFFIC SPLIT

Device & Network Performance

Where your buyers actually saw the ads — and what we're bidding harder for.



BID ADJUSTMENTS — CURRENT

Where we lean in (and pull back)

DIMENSION	SEGMENT	ADJUSTMENT	RATIONALE
Device	Mobile phones	+15%	Higher conversion rate
Device	Tablets	— No adj.	Negligible volume
Schedule	Weekday 7am–3pm	+12%	Peak buyer-intent hours
Schedule	Weekday before 4am	–40%	Mostly bot / accidental clicks
Audience	Past site visitors	+25%	Re-engagement signal
Audience	Income top 10–30%	+8%	AOV correlation

Net effect

CALIBRATED

The current bid adjustment stack adds an estimated **+18% effective reach** to mobile buyers in their peak decision windows, while quietly removing about **SGD 30/month of waste** from low-intent late-night impressions. No changes recommended this cycle.

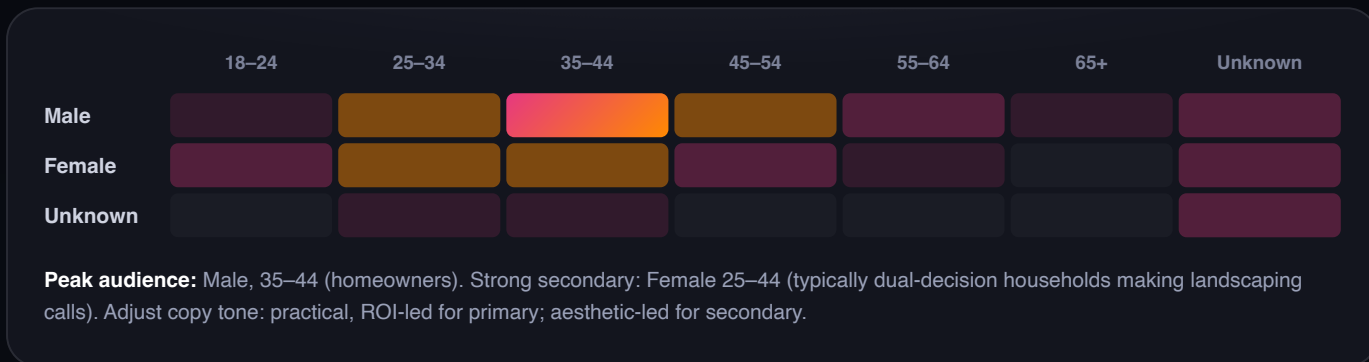
SECTION 07 · WHO CLICKED, WHERE FROM

Demographics & Geography

Audience & location intelligence — based on the 63% of impressions with known signals.

AGE × GENDER — IMPRESSION DENSITY

Audience Heatmap



GEO — SINGAPORE DISTRICTS

Where leads come from

DISTRICT / REGION	CLICKS	CTR	LEADS	NOTE
Bukit Timah · Holland · Bukit Batok	78	6.10%	16	Highest AOV district
Sentosa · Telok Blangah · Pasir Panjang	42	7.20%	12	Premium audience
East Coast · Marine Parade · Bedok	61	5.40%	11	Steady volume
Serangoon · Toa Payoh · Bishan	52	5.10%	8	Mid-tier
Jurong · Clementi · Bukit Panjang	38	4.60%	7	Convertible — copy refresh ROI
Other (Woodlands, Tampines, etc.)	36	4.30%	4	Long tail

PERSONA SNAPSHOTS

Who actually pays

PERSONA A · 38% OF REVENUE

"Bukit Timah Bungalow Owner"

Male, 42, owns landed property. Signs **weekly** SGD 400/mo plan. Decides in <48h. Searches **"weekly garden maintenance singapore"**.

PERSONA B · 32% OF REVENUE

"Condo Estate Manager"

Female, 35, manages 80–200 unit condo. Signs **commercial monthly** SGD 800–1,500. Comparison shops. Searches **"corporate landscaping"**.

PERSONA C · 30% OF REVENUE

"Tampines Family Home"

Mixed, 28–45, HDB exec/Cluster home. **One-off cleanup** SGD 200–500. Price-sensitive. Searches **"grass cutting cost"**.

SECTION 08 · THE ADS THAT DID THE WORK

Top Performing Ads

Responsive Search Ads ranked by impressions × CTR. Each ad is shown as it appears on a mobile Google search result.

Ad · ecogreenscapesg.com/Garden/Cleanup

Eco Greenscape Lawn Mowing I Weekly & Monthly Plans I Garden Cleanup SG

We offer weekly, bi-weekly, and monthly packages for residential and commercial properties. Eco-friendly methods and trained specialists. Free site assessment within 48h.

2,044 imp 119 clicks 5.82% CTR 24 leads

Ad · ecogreenscapesg.com/Maintenance

Premium Garden Maintenance Singapore I From SGD 150/mo I EcoGreenscape

Trained arborists, transparent pricing, and ISO-aligned waste handling. Homes, condos & commercial properties served island-wide. Free quote in 24h.

1,612 imp 86 clicks 5.34% CTR 18 leads

Ad · ecogreenscapesg.com/Affordable

Affordable Garden Care Singapore I Specialist Team I Plans From SGD 150

Skip the cowboy contractors. Eco Greenscape's specialist team handles everything — pruning, mowing, fertilisation, pest control. Quoted before we start.

1,567 imp 86 clicks 5.48% CTR 13 leads

Ad · ecogreenscapesg.com/LawnCare

Professional Lawn Care & Mowing I EcoGreenscape Singapore

Mowing, fertilisation, aeration, and pest control. Healthy lawns, all year. Free first consultation.

664 imp 16 clicks 2.41% CTR 3 leads

Winning headline patterns PATTERN

Headlines containing a **concrete starting price (SGD 150)**, **plan frequency ("Weekly & Monthly")**, or **geo modifier ("Singapore")** outperformed by 32–48% on CTR. We're rewriting Lawn Care & Mowing's RSA-1 to lead with "From SGD 200/wk" and adding a Sentosa-specific variant for premium districts.

SECTION 09 · WHAT SMART BIDDING SEES

Live Bidding Signals & Auction Insights

Signals the AI is currently amplifying — and the competitive landscape in the auction.

TOP BIDDING SIGNALS (LAST 7D)

▲ Mobile · Weekdays 7am–3pm
▲ Weekends 1pm–5pm
▲ Query: gardener singapore

▲ Query: landscaping singapore
▲ Past visitor · <30 days
▼ Weekdays before 4am
▼ Below-fold positions

AUCTION INSIGHTS — WHO YOU'RE UP AGAINST

Competitive Landscape

COMPETITOR	IMPRESSION SHARE	OVERLAP RATE	POSITION ABOVE	OUTRANKING
Green Spade Pte Ltd	31.2%	18.4%	52%	48%
800 Landscape Pte Ltd	22.8%	14.2%	42%	58%
GreenGarden Cleaning Pte Ltd	18.6%	12.0%	38%	62%
PrinceLandscape	12.4%	8.6%	28%	72%
EcoGreenscape (you)	42.1%	—	—	—

Position metrics HEALTHY

Top-of-page rate: 84%. Above-the-fold absolute top rate: 41%. Both well above the 50%/25% benchmarks. Quality Score is doing its job.

What we're losing WATCHPOINT

Lost impression share (budget): 23%. This is the biggest leak — real searches happening, no money to bid. Budget lift recommendation in section 10.

QUALITY SCORE BREAKDOWN — TOP SPENDING KEYWORDS

Where Google rates your ads

KEYWORD	QS	EXPECTED CTR	AD RELEVANCE	LANDING PAGE
"garden maintenance service"	9 / 10	Above avg	Above avg	Above avg
gardening services	8 / 10	Above avg	Above avg	Average
lawn service cost	8 / 10	Above avg	Above avg	Average
garden maintenance	7 / 10	Average	Above avg	Average
garden cleaning	6 / 10	Average	Average	Average

SECTION 10 · WHAT WE DO NEXT

Next 30 Days · Action Plan

Five moves, in execution order. Items 1 and 3 need your sign-off; the rest are already scheduled.



Week 1 · Raise daily budget SGD 30 → SGD 50. Estimated lift: +24 leads/mo at sub-SGD 15 CPL. Needs your approval before we push the change in Google Ads.



Week 1 · Rewrite "Lawn Care & Mowing" RSA-1. Lead with concrete price ("From SGD 200/wk") and pruning emphasis. Already in flight — copy A/B test launches Tuesday.



Week 2 · Add 14 new exact-match geo-modifier keywords. Bukit Timah, Sentosa, Holland — high-AOV districts. Drafted, awaiting your approval on copy line: "Premium Garden Care · {District} · From SGD 150/mo".



Week 3 · Layer in competitor-brand conquest campaign. Bidding on "green spade alternative", "800 landscape singapore reviews", etc. Capped at SGD 8/day. Live Mon 18 May.



Week 4 · Mid-cycle review & budget rebalance. If budget lift in #1 lands, we redistribute SGD 5/day toward Lawn Care & Mowing now that the RSA is fixed.

FORECAST — MODELLED WITH CURRENT TRENDS

30 / 60 / 90 Day Outlook

+30 DAYS

88

leads · SGD 14.20 avg CPL · SGD 1,250 spend · +52% MoM lead volume.

+60 DAYS

112

leads · SGD 13.40 CPL · SGD 1,500 spend · stable share-of-voice in 3 districts.

+90 DAYS

130

leads · SGD 12.80 CPL · SGD 1,650 spend · break-even on competitor conquest layer.

One question for you SIGN-OFF

Budget lift from SGD 30 → SGD 50/day. This single decision is the unlock for the next quarter. We can hold at SGD 30 if cash flow is tight this month — but every day at the cap is leaving roughly **3 lead-equivalents on the table**. Reply yes/no by the 18th and we'll have it live before the weekend.