

# Saffron Outdoor Living

Outdoor Living & Home Improvement · Google Ads · Paid Search

<b>£144,570</b>	<b>£75,000</b>	<b>3.2x</b>	<b>£70/day</b>
Q1 Revenue	Record Month — March	Revenue YoY	Daily Ad Spend

## THE CHALLENGE

Saffron Outdoor Living — a UK supplier of premium awnings and outdoor structures — had no paid media presence and relied entirely on organic word-of-mouth. Revenue was seasonal and unpredictable, with no system to generate high-intent leads during quiet winter months. They needed consistent demand without burning budget on unqualified traffic.

## OUR APPROACH

### 01 High-Intent Search Campaign

We launched a tightly themed Google Search campaign targeting buyers actively searching for awnings and outdoor shading. Exact and phrase-match keywords with a £2.50 max CPC cap kept acquisition costs low and conversion quality high from day one.

### 02 Seasonal Resilience Strategy

Rather than pausing in slow months, we switched to Maximise Clicks during low-volume periods — keeping impression share warm so when spring demand hit, the campaign was already optimised and ready to scale.

### 03 Full Tracking Rebuild

After a 14-day site outage disrupted conversion data, we rebuilt the full stack: Google Tag Manager, GA4, and call tracking — restoring complete data integrity before scaling spend back up.

### 04 Landing Page Optimisation

We tightened the landing page around seasonal urgency and a clear consultation CTA, improving Quality Score and cutting wasted clicks by 34% within six weeks.

## THE RESULTS

<b>£144,570</b>	Q1 Revenue Generated
<b>£75,000 (March 2026)</b>	Single Record Month

<b>3.2x</b>	Year-on-Year Revenue Growth
<b>£70.39 / day</b>	Daily Ad Spend
<b>Active &amp; Scaling</b>	Campaign Status

"Hey team — just a quick message to let you know at the end of March we finished on £75k. This beats all other years and is our record-breaking month. Smashed records in our off-season using high-intent ad strategies."

— Bryony, Director — Saffron Outdoor Living

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