Yellowgate Group

Google Ads FY26 Review | Paid Search

Financial year Jul 2025 to Jun 2026 · figures as at 1 July 2026

FY26 AT A GLANCE

SPEND (FY26)	PAID SEARCH CLICKS	UNIQUE LEADS	CLOSED WON
$332k	**79,148**	**800**	**$7.93M**
Full financial year	Avg CPC $4.20	94 to 97% reach SQL+	Contract value, PS influenced

PIPELINE GENERATED

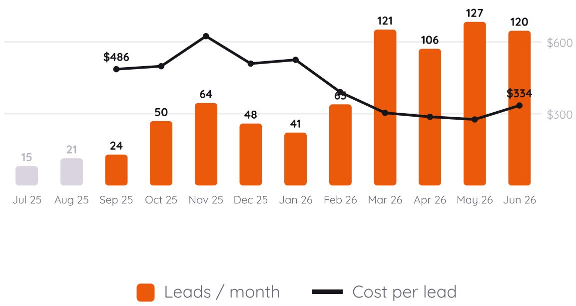
$7.93M Closed Won · 23 deals

$16.39M Open Pipeline · 86 deals

$31.73M Closed Lost · 138 deals

*Won and Lost are deals **closed during FY26**, created at any time given the long sales cycle. Open Pipeline is deals **created during FY26** and still open. Avg won contract $345k; the large closed-lost pool is a natural target for FY27 reactivation.*

LEADS & COST PER LEAD



Grey bars = pre-GNG (Jul to Aug). Leads rose as cost per lead fell.

From Sept 2025: leads up ~5x, cost per lead down ~65%.

Monthly leads climbed from 24 in September to 120 by June, while cost per lead fell from $486 to around $300 (low of $276 in May), even as monthly spend scaled to match peak-season budgets. Managed period (Sep to Jun): $289k spend, 764 leads, $379 blended cost per lead. Quality held throughout, with 94 to 97% of paid leads reaching Sales Qualified or beyond, and paid search growing from about 10% to 27% of all leads. We cannot comment on the months before September, as we were not in the account then.

MONTHLY DETAIL

MONTH	SPEND	LEADS	COST / LEAD
Jul 25 pre-GNG	$17,677	15	$1,178
Aug 25 pre-GNG	$25,114	21	$1,196
Sep 25	$11,654	24	$486
Oct 25	$24,922	50	$498
Nov 25	$39,957	64	$624
Dec 25	$24,449	48	$509
Jan 26	$21,528	41	$525
Feb 26	$24,594	63	$390
Mar 26	$36,670	121	$303
Apr 26	$30,382	106	$287
May 26	$35,045	127	$276
Jun 26	$40,034	120	$334

Spend, clicks and CPC are from Google Ads. Leads are unique HubSpot contacts with Original Source = Paid Search, a conservative floor as it excludes reconversions, disqualified contacts, and paid-search visitors that lost attribution to the Direct bucket. Pipeline values are contract values (rent-to-own agreements), attributed to Paid Search by the contact's original source, so figures are influenced by Paid Search rather than solely generated by it. GNG began active management in September 2025; July and August predate our management and are shown for context only.

KEY TRENDS & CHANGES IN FY26

01 Lead volume scaled ~5x from September, with spend rising to match the stronger peak-season budgets (Nov, Mar to Jun).

02 Cost per lead fell ~65% ($486 to ~$300) as account structure, bidding and targeting matured.

03 Quality stayed high - 94 to 97% of paid leads reach Sales Qualified or beyond, and paid search grew from ~10% to ~27% of all leads.

04 Strong pipeline - $7.93M already won and $16.4M still open and in play, plus a deep closed-lost pool worth reactivating.

05 Equipment mix broadened - excavators were the long-standing anchor, but dump trucks overtook them on conversions in the second half, with tippers, loaders and bulldozers also climbing.

06 PMax scaled up - Performance Max leads roughly tripled over the year, lifting further from March alongside the new-customer acquisition test.

07 Top states NSW, QLD, WA and VIC - we lean into WA and QLD for their mining strength, while VIC and NSW remain strong contributors worth keeping in play.

08 Adapted to external shifts - as global conflict pushed fuel prices up, we eased back on truck and haulage ads while demand softened, then it recovered strongly into the second half.

09 Real leads are undercounted - reconversions, attribution leakage into Direct, and disqualified contacts (an unsubscribe currently counts as disqualified) all mean the true qualified count sits above the reported figures.

FY27 - IDEAS TO EXPLORE

Sharpen measurement

- Offline conversion tracking - feed HubSpot qualified stages and contract value back to Google so bidding chases genuine pipeline, not raw form fills
- Tighten attribution - read UTMs in last-page-seen and count reconversions to recover leads hidden in Direct
- Brand vs non-brand separation and negative-keyword hygiene for cleaner reporting and bidding
- Customer Match from your CRM to sharpen targeting

Ads & landing pages

- Continue the dedicated landing pages with Erika, plus a Google Ads-specific page
- Add the equipment YGG can source (excavators, dump trucks and the other main types) to the website copy - improving Quality Score is a long-term effort with many factors at play, but stronger page-to-search relevance helps
- Test location keyword insertion in ads to lift local relevance and match how buyers search by region
- Review ad copy at the end of the year, refreshing proven on-brand angles - own it at the end, fully tax-deductible, approved in 24 hours, we find a way to say yes, all makes and models

Grow reach (with a mining lens)

- Build presence with resources and mining buyers through top-of-funnel awareness ads, rather than a narrow mining-only push
- Cover the heavy plant these buyers want - dump trucks and excavators (your top converters), plus wheel loaders, dozers, tippers, water carts and skid steers
- Lean into the strongest regions (QLD, NSW, WA and VIC) and conquest the direct rent-to-own players (Iron Capital, Gorilla, Arrowsmith)
- Explore Microsoft Ads (Bing) - lower CPCs, strong B2B desktop reach, on a separate lower fee
- Launch a rent-vs-buy tax-savings calculator as a resource lead magnet in its own top-of-funnel campaign (measured on database leads), now that the re-engagement nurtures can warm those contacts up

Test & learn

- Continue rolling tCPA out to more campaigns, testing where it holds cost per lead while adding volume
- Continue the Search AI Max rollout - gradual and tested across campaigns
- Move toward value-based bidding once offline data matures - bid to contract value, not raw leads
- More PMax images and video - PMax is already performing well for the account

Brand building (separate budget, not lead gen)

- Video and Demand Gen to build the Yellowgate name with civil, construction and mining operators - kept on its own budget line and measured on reach and brand-search lift, outside the cost-per-lead calc
- AI-search and reviews content (rent-to-own vs hire) so YGG shows up in AI answers and ad quality lifts

Budget & seasonal planning

- Build in $2k to $5k of monthly flex - Dec, Jan and April were expected to be quieter and given less budget, but leads held up, so flexibility lets us capture the upside rather than pull back
- Ramp into EOFY (May and June) - industry data shows these are the peak buyer months and the tax-deductible angle lands hardest here
- Manage northern-state activity through the wet season; front-load new-FY budgets from July
- Hold flexibility to add budget for competitor and brand plays when the appetite is there

These are ideas and suggestions to explore together, shaped by account performance, your brand and audience context, and current industry data. We would sequence the measurement and structure work first, as it unlocks the smarter bidding and expansion tests that follow.

WHAT DROVE PERFORMANCE IN FY26

Top converting keywords

	LEADS	CPA
rent to own equipment	234	$100
rent to own dump truck	195	$102
excavator dry hire	117	$146
tipper dry hire	76	$93
rent to own trucks	76	$102
construction equipment rental	54	$173
rent earth moving equipment	53	$199
rent to own diggers	49	$140

Rent-to-own and dry-hire intent led, converting at roughly $90 to $150 each. Search keywords only - PMax takes a growing share of spend and leads and has no keyword data, so treat this as a guide, not the full picture.

Leads by state

QLD	30%
NSW	30%
VIC	18%
WA	16%
Other	6%

QLD and NSW lead on volume and VIC is a solid third. WA is smaller by count but the highest value, driven by mining contracts.

Device

Mobile	80%
Desktop	18%
Tablet	2%

Mobile runs the account - 85% of clicks and 80% of leads. Desktop is smaller but converts a touch stronger.

WHY A SEPARATE VIDEO & DEMAND GEN BUDGET

Rent-to-own is a concept most operators do not search for until they know it exists. Video and Demand Gen create that demand, putting the Yellowgate name in front of civil, construction and mining operators before they are ready to enquire.

Because it is top-of-funnel, we keep it on its own budget line and measure it on reach and brand-search lift, not cost per lead, so it never distorts the lead-gen campaigns.

Example placements

- YouTube in-stream and Shorts on machinery, construction and trade channels
- Demand Gen across the YouTube, Discover and Gmail feeds
- Lookalikes of your best customers, plus custom segments around competitor and equipment interest

SEE HOW DEMAND GEN WORKS

Meet Demand Gen: a campaign that drives action across YouTube and Google's most immersive surfaces

Google Ads · under a minute · tap to watch on YouTube

Keywords and device are from Google Ads (Sep 2025 to Jun 2026); CPA is Google Ads cost per conversion. Leads by state are HubSpot Google Paid contacts (share of the four main states plus a small remainder).