

Google Ads Case Study – Auri Natural Surfaces (Australia)

Client Overview

[Auri Natural Surfaces](#) is a premium Venetian plaster and microcement specialist based in Adelaide, Australia. The company focuses on handcrafted luxury surface finishes for homeowners, architects, interior designers, and renovation projects. Their services include Venetian plaster feature walls, seamless microcement bathrooms, decorative finishes, and luxury interior surface design. ([Auri Natural Surfaces](#))

Objective

The primary goal was to increase **brand awareness and market visibility** for Auri Natural Surfaces across Adelaide, positioning the company as a premium provider of Venetian plaster and microcement finishes. A secondary objective was to attract qualified website traffic from homeowners, architects, interior designers, and renovation-focused audiences interested in luxury surface solutions.

Strategy Implemented

Campaign Structure

- Google Search Campaigns
- Service-specific ad groups:
 - Venetian Plaster
 - Microcement
 - Luxury Bathroom Finishes
 - Decorative Wall Finishes
- Location targeting focused on Adelaide and surrounding service areas
- High-intent keyword targeting
- Negative keyword optimization to filter low-quality traffic
- Conversion-focused ad copy highlighting craftsmanship, luxury finishes, and consultation offers


Landing Page Optimization

- Service-focused landing pages
- Clear consultation CTA


- Portfolio and project showcase integration
- Mobile-friendly user experience
- Trust-building visuals and craftsmanship messaging

Results Achieved

Campaign Period: March 22 – June 1, 2026

 **1,070+ Clicks**

 **18,400+ Impressions**

 **5.80% CTR**

 **\$1,370 Ad Spend**

From a highly specialized luxury niche, the campaign generated consistent engagement while maintaining strong click-through rates and attracting users actively searching for premium surface solutions.

Key Wins

Increased Brand Visibility

The campaign delivered over **18K impressions**, helping position Auri Natural Surfaces in front of homeowners and design-focused audiences searching for luxury wall and surface finishes.

Strong Engagement

A **5.8% CTR** significantly outperformed typical search averages for many home improvement industries, indicating strong keyword relevance and compelling ad messaging.

Qualified Traffic Generation

More than **1,000 targeted visitors** were driven to the website, increasing opportunities for consultations and project inquiries.

Niche Market Positioning

The campaign successfully promoted premium Venetian plaster and microcement services—high-value offerings that require precise audience targeting and effective messaging.

Conclusion

Through strategic Google Ads management, audience targeting, and conversion-focused optimization, Auri Natural Surfaces achieved:

- 18.4K+ targeted impressions
- 1.07K+ website visits
- 5.8% CTR
- Strong visibility within the luxury interior finishes market

This campaign demonstrates how a well-structured Google Ads strategy can help specialized home improvement businesses attract high-intent prospects and build a stronger presence in competitive local markets.


Industry: Luxury Interior Finishes

Services Promoted: Venetian Plaster & Microcement

Platform: Google Ads Search Network

Location: Adelaide, Australia

I recently managed a Google Ads campaign for [Auri Natural Surfaces](#), a premium Australian business specializing in Venetian plaster and microcement finishes for luxury residential interiors. Their goal was to increase visibility, attract high-intent homeowners, and generate qualified leads in a competitive local market.

 Campaign Results (Mar 22 – Jun 1, 2026):

- 1,070+ Clicks
- 18,400+ Impressions
- 5.80% CTR
- \$1.37K Ad Spend

My strategy focused on highly relevant search intent, keyword optimization, audience targeting, ad copy refinement, and continuous campaign monitoring. By aligning ads with customer intent and improving relevance across campaigns, we achieved a strong click-through rate while maintaining efficient spend.

Key actions included:

- ✓ Search Campaign Structure Optimization
- ✓ Keyword Research & Match Type Refinement
- ✓ Negative Keyword Implementation

- ✓ Conversion-Focused Ad Copy
- ✓ Budget & Bid Strategy Optimization
- ✓ Ongoing Performance Analysis

The result was increased brand exposure, stronger engagement, and a consistent flow of qualified traffic from potential customers actively searching for premium surface finishing solutions. This campaign demonstrates how a data-driven Google Ads strategy can help niche home improvement businesses generate awareness and attract high-quality prospects while maintaining cost efficiency.