

Dominated Google Ads Search Results Generating Over 2500 Leads



As New England’s premier tennis and track contractor, Cape and Island Tennis & Track has completed over 3,000 championship tennis court and running track projects for schools, clubs and homeowners since 1972.

The Challenge

Cape and Island wanted their Google Ads campaigns to match their on-the-ground leadership, showcasing the elite quality of their tennis court and running track construction projects while dominating their competition throughout New England. The campaigns also needed to handle large seasonal swings in project demand.

Our Approach

After modernizing their website, we took a 3-pronged approach of maximizing their ad reach for new prospect queries while protecting their brand from poaching and going head-to-head against competitors using ethical targeting practices. We throttle ad spend seasonally and use ads to test new growth areas for the company.

Business Results

- Have generated over 2,500 leads from PPC at just \$30 per lead
- Protected their brand with average 90%+ top-of-page ad impressions
- Helped the company extend their construction leadership to the fast-rising sports of pickleball and padel



“ We hired Andrew Percey and his PPC agency, Prometheus, to start an online lead generation campaign. We could not be more pleased with the results. The Google AdWords campaign has been a consistent source of new business. We have seen an ROI on our investment almost from day one. ”

- Eric Loftus, Vice President, Cape and Island Tennis & Track, www.tennisandtrack.com

