

Elite Cars Leasing

191.75 conversions in the last 60 days

Website form leads · Cars priced above €50,000 net

13 August – 11 October 2026



Attributed conversions

191.75

Website form submissions

Cost per conversion

RON 191

As reported in Google Ads

Clicks, approximately

19,500

Displayed as 19.5K in Google Ads

Media spend, approximately

RON 36,600

Displayed as RON 36.6K

THE RESULT

Direct enquiries for premium vehicles

Over the 60-day reporting period, Google Ads recorded 191.75 attributed conversions from forms submitted directly on the website, for cars priced above €50,000 net. The reported average cost per conversion was RON 191.

Conversion totals reflect Google Ads attribution and may include fractional credit. They are not a count of unique people or completed sales. The lead type and vehicle price threshold were confirmed by the client.

Business context

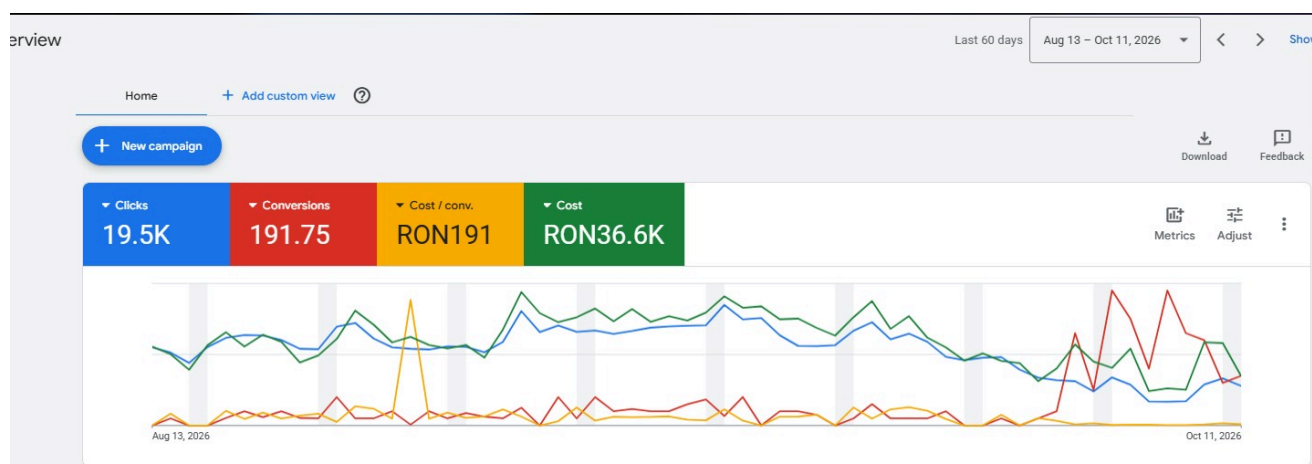
Elite Cars Leasing offers new and used vehicles, including premium models, with direct purchase and financing options. The website features available vehicles and a request form for cars sourced to order. In this case study, leads come from website forms for cars priced above €50,000 net, as confirmed by the client.

What the results show

Average cost per click ≈ RON 1.88

Conversions per day ≈ 3.20

Media spend per day ≈ RON 610



Original Google Ads account capture · 13 August – 11 October 2026

Approximately RON 36,600 in media spend generated 19,500 clicks and 191.75 attributed website form conversions over 60 days. The RON 191 cost per conversion provides a benchmark for assessing lead acquisition in a high-value automotive segment.

Case study takeaway

Google Ads generated direct website enquiries for vehicles priced above €50,000 net. The key result: 191.75 attributed form conversions at RON 191 per conversion. Connecting these enquiries to qualified leads, quotations and signed contracts is the next step in measuring their commercial impact.

About these results

Reporting period: 13 August – 11 October 2026 (60 days). Conversions reflect Google Ads attribution and may include fractional credit. Clicks and media spend are rounded platform figures; daily averages and average CPC are approximate calculations. The lead type and vehicle price threshold were confirmed by the client.

