

Prominent Roofing achieves 2,622% return on Google Ads investment with Cape Marketing Agency

Cape Marketing Agency delivers measurable results for Prominent Roofing through Google Ads PPC.

Issued by [Cape Marketing Agency](#) ^{14 Aug 2025}



Prominent Roofing has achieved an impressive **2,622% Return on Ad Spend (ROAS)** in just six months thanks to a highly targeted Google Ads strategy implemented by [Cape Marketing Agency](#). The campaign running from January to June 2025, turned an ad spend of **R53,392.22** into **R1,399,203.75** in turnover – a clear demonstration of how data-driven [Google Ads & Marketing Services](#) can drive business growth.

Prominent Roofing, a trusted [roofing](#) and [waterproofing](#) provider with branches in [Gauteng](#) and [Cape Town](#) partnered with [Cape Marketing Agency](#) earlier this year to scale its online lead generation funnel. The agency developed a tailored Google Ads strategy focusing on high-intent search terms, specific keywords and continuous optimisation.

“From the start, our goal was to make every rand spent on ads work harder for our client,” says Brend Badenhorst, founder of [Cape Marketing Agency](#). “Through strategic bidding, precise targeting, and performance tracking, we were able to deliver leads that directly translated into high-value sales.”

The results speak for themselves:

- **Total Spend:** R53,392.22
- **Total Turnover:** R1,399,203.75 (incl. VAT)
- **ROAS:** 2,622%
- **Net Return:** R1,345,811.53

To read the full story on what we did for Prominent Roofing you can click on the following link:

<https://capemarketingagency.co.za/2025/03/24/prominent-roofing-google-ads-services/>

Prominent Roofing’s owner, Paul Kruger left the following review on Google for the work done by Cape Marketing Agency:

“We’ve had an excellent experience working with Brend and Wade for our digital marketing needs. The expertise in Google Ads and campaign management has significantly improved our online presence, driving quality leads and increasing engagement. The team is knowledgeable, proactive, and always ready to optimize strategies for the best results. Highly recommend their services to anyone looking to

enhance their digital marketing efforts!”

About Prominent Roofing:

Prominent Roofing provides professional [waterproofing](#), [roof maintenance](#) and [roof painting](#) services across [Gauteng](#) and [Cape Town](#), with a focus on quality workmanship and long-lasting results.

Website: <https://prominentroofing.co.za>

About Cape Marketing Agency:

Cape Marketing Agency helps businesses grow through strategic [website design](#), [Google Ads management](#) and [SEO](#).

Website: <https://capemarketingagency.co.za>

Conclusion:

This case study proves that with the right strategy, businesses can achieve measurable growth through Google Ads. Cape Marketing Agency continues to deliver ROI-focused digital marketing solutions to businesses across South Africa and beyond.

- **Absolute Ablutions scales to 400+ leads while cutting click costs by over 50% with Cape Marketing Agency** 22 Apr 2026
- **The Green Zone generates over R950,000 in revenue through Google Ads with Cape Marketing Agency** 15 Apr 2026
- **Prominent Roofing drives R1.74m in revenue through data-driven Google Ads strategy** 23 Jan 2026
- **Atzaró Cape Town achieves 831% return on Google Ads investment with Cape Marketing Agency** 13 Nov 2025
- **Absolute Ablution’s rebranding delivers 75 quality leads in just 2 months with Cape Marketing Agency** 9 Oct 2025

[Cape Marketing Agency](#)



Cape Marketing Agency is a premier digital marketing agency based in Cape Town, dedicated to assisting companies in elevating their brand presence and achieving their digital marketing and advertising goals.

[Profile](#) | [News](#) | [Contact](#) | [Facebook](#) | [RSS Feed](#)