HERO CONF UK

Spend Less, Win More Leads: A Technical GA4 Setup That Cut Ad Waste by 50%



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SOZO

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“You’ve had X enquiries this month.”  

The case study …

EZI KLAMP SYSTEMS

ACCESS, EDGE PROTECTION & BOUNDARY FENCING **SOLUTIONS**

- 4.7 / 5 positive customer feedback
- Hands-on experience & can-do attitude
- Fast turnaround from drawings
- Large stocks for immediate despatch

VIEW PRODUCT RANGE



Google Rating
4.7
Based on 61 reviews

The friction …

"We *feel* new leads don't come from paid search."

"Returning customers are *probably* clicking our ads."

"We're fielding too many domestic enquiries."

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What was being tracked:

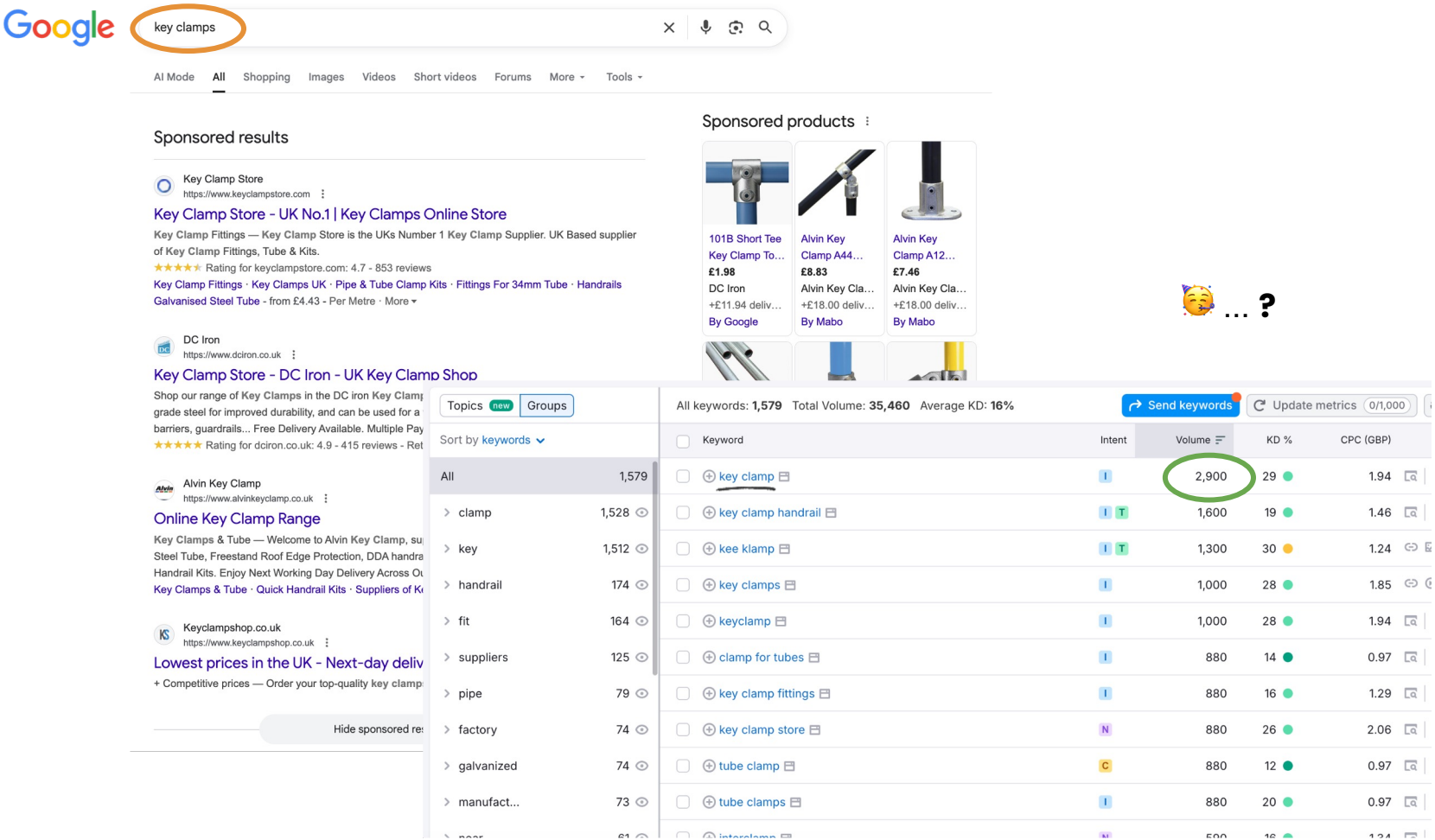
- Form submissions
- Cost-per-acquisition
- Lead volume

What they wanted:

- 100% commercial enquiries
- High-value sectors
- New customer acquisition

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The intent problem …


Google
key clamps
AI Mode
All
Shopping
Images
Videos
Short videos
Forums
More
Tools
Sponsored results
Key Clamp Store
https://www.keyclampstore.com
Key Clamp Store - UK No.1 | Key Clamps Online Store
Key Clamp Fittings — Key Clamp Store is the UKs Number 1 Key Clamp Supplier. UK Based supplier of Key Clamp Fittings, Tube & Kits.
Rating for keyclampstore.com: 4.7 - 853 reviews
Key Clamp Fittings · Key Clamps UK · Pipe & Tube Clamp Kits · Fittings For 34mm Tube · Handrails
Galvanised Steel Tube - from £4.43 - Per Metre · More
DC Iron
https://www.dciron.co.uk
Key Clamp Store - DC Iron - UK Key Clamp Shop
Shop our range of Key Clamps in the DC iron Key Clamp
grade steel for improved durability, and can be used for a
barriers, guardrails... Free Delivery Available. Multiple Pay
Rating for dciron.co.uk: 4.9 - 415 reviews - Ret
Alvin Key Clamp
https://www.alvinkeyclamp.co.uk
Online Key Clamp Range
Key Clamps & Tube — Welcome to Alvin Key Clamp, su
Steel Tube, Freestand Roof Edge Protection, DDA handra
Handrail Kits. Enjoy Next Working Day Delivery Across Ou
Key Clamps & Tube · Quick Handrail Kits · Suppliers of K
Keyclampshop.co.uk
https://www.keyclampshop.co.uk
Lowest prices in the UK - Next-day deliv
+ Competitive prices — Order your top-quality key clamp
Hide sponsored re
Sponsored products
101B Short Tee Key Clamp To…
£1.98
DC Iron
+£11.94 deliv…
By Google
Alvin Key Clamp A44…
£8.83
Alvin Key Cla…
+£18.00 deliv…
By Mabo
Alvin Key Clamp A12…
£7.46
Alvin Key Cla…
+£18.00 deliv…
By Mabo
… ?
Topics new
Groups
Sort by keywords
All 1,579
clamp 1,528
key 1,512
handrail 174
fit 164
suppliers 125
pipe 79
factory 74
galvanized 74
manufact... 73
All keywords: 1,579 Total Volume: 35,460 Average KD: 16%
Send keywords
Update metrics 0/1,000
Keyword
Intent
Volume
KD %
CPC (GBP)
key clamp I 2,900 29 1.94
key clamp handrail I T 1,600 19 1.46
kee klamp I T 1,300 30 1.24
key clamps I 1,000 28 1.85
keyclamp I 1,000 28 1.94
clamp for tubes I 880 14 0.97
key clamp fittings I 880 16 1.29
key clamp store N 880 26 2.06
tube clamp C 880 12 0.97
tube clamps I 880 20 0.97

Google

do users search for key clamps with domestic or commercial intent?

AI Mode | All | Images | Forums | Shopping | Short videos | Videos | More | Tools

AI Overview

Users search for key clamps with **both high-volume commercial and increasing domestic (DIY) intent**. While originating as an industrial product for safety railings and scaffolding, the, ease of assembly (requiring only an Allen key) has made them extremely popular for residential, home improvement, and furniture projects. YouTube +1

Here is a breakdown of the search intent:

1. Commercial and Industrial Intent (High Volume)

Searchers in this category are usually looking for durable, compliant, and rapidly assemblable solutions for:

Show more

All About Key Clamp Diameters - Keyclampshop.co.uk

9 Apr 2025 — Common Constructions and Recommended Diameters * Handrailing. Key...

Keyclampshop.co.uk



The Essential Guide to Key Clamps: Types, Uses, and Benefits

26 Feb 2025 — Safety Railings and Barriers: Key clamps are extensively used to build handrails,...



Fix the signal, fix the spend.

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The cost for additional tooling:

£0.

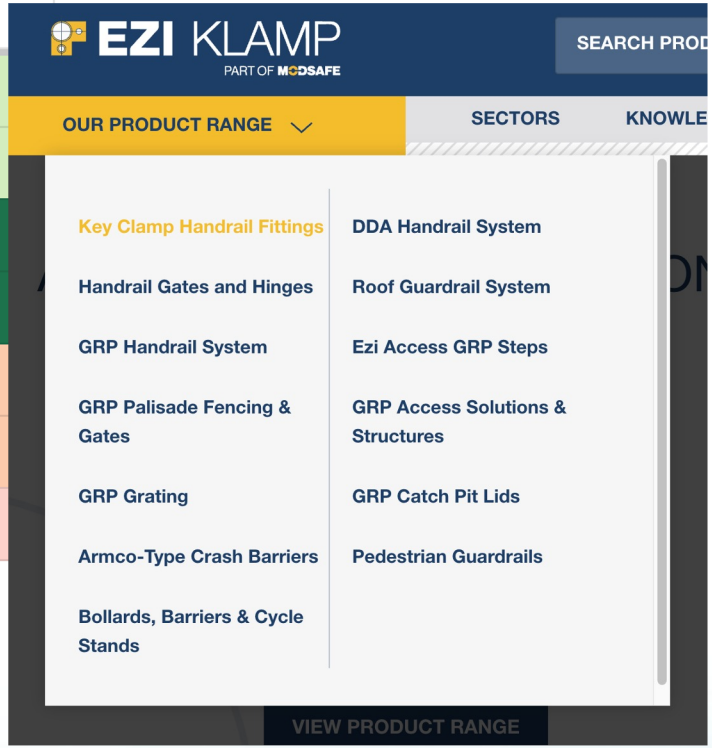
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THE SOLUTION: STEP 1 OF 5

Define commercial value

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	A	B	C
1	**Keyword Group**	**Commercial Probability**	**Priority Grade**
2	Key Clamps	★★★☆☆	B
3	Key Clamp Handrails	★★★★☆	B
4	DDA Handrail System	★★★★★	A
5	GRP Handrails	★★★★★	A
15	Bollards, Barriers & Cycle Stands	★★★★★	C
16	Steel Palisade Fencing	★★★★★	C
17	Car Park Products	★★★★★	Don't Target



THE SOLUTION: STEP 2 OF 5

Upgrade the forms

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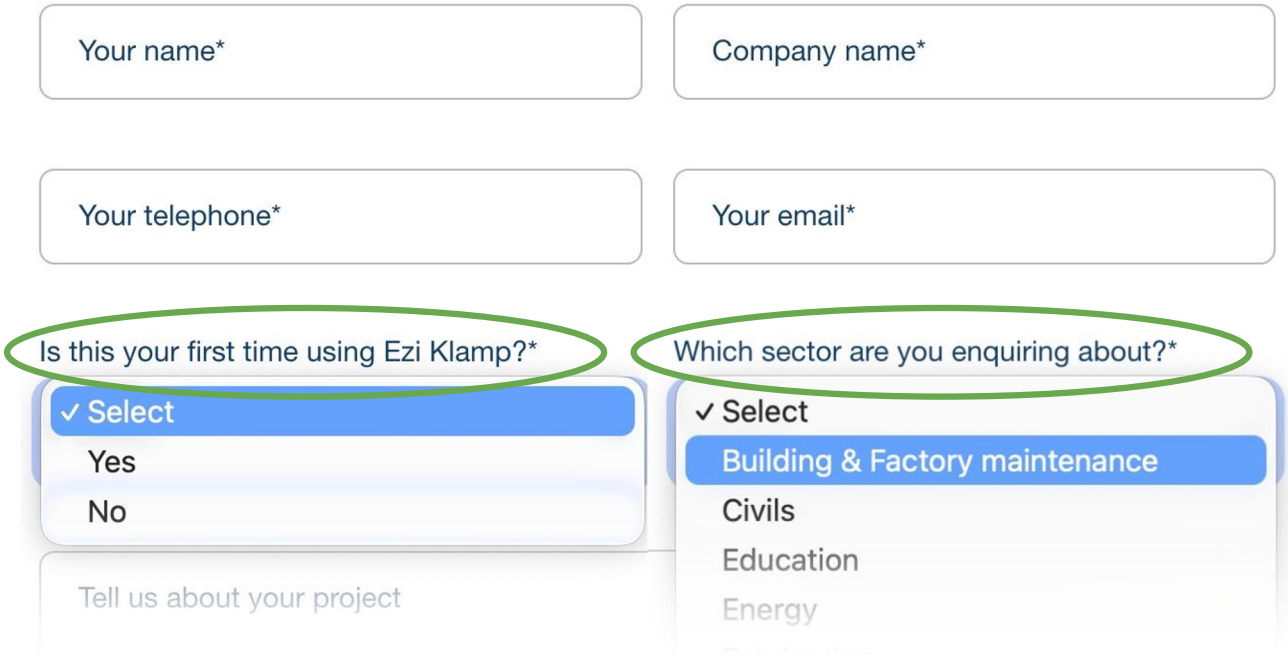
Your name*

Company name*

Your telephone*

Your email*

Tell us about your project


Your name*
Company name*
Your telephone*
Your email*
Is this your first time using Ezi Klamp?*
Which sector are you enquiring about?*
✓ Select
Yes
No
✓ Select
Building & Factory maintenance
Civils
Education
Energy
Tell us about your project

Please complete the enquiry form below and one of our experienced and friendly staff will contact you as soon as possible.

If you'd like to collect an order - call +44 (0)117 970 2420

Address: 100 - 200 The Quadrant, Ash Ridge Road, Bradley Stoke, Bristol BS32 4QA

Your name*

Company name*

Your telephone*

Your email*

Is this your first time using Ezi Klamp?*

Select

Which sector are you enquiring about?*

Select

Tell us about your project

Related files

File Upload

No file chosen

Accepted file types: doc, docx, pdf, Max. file size: 10 MB.



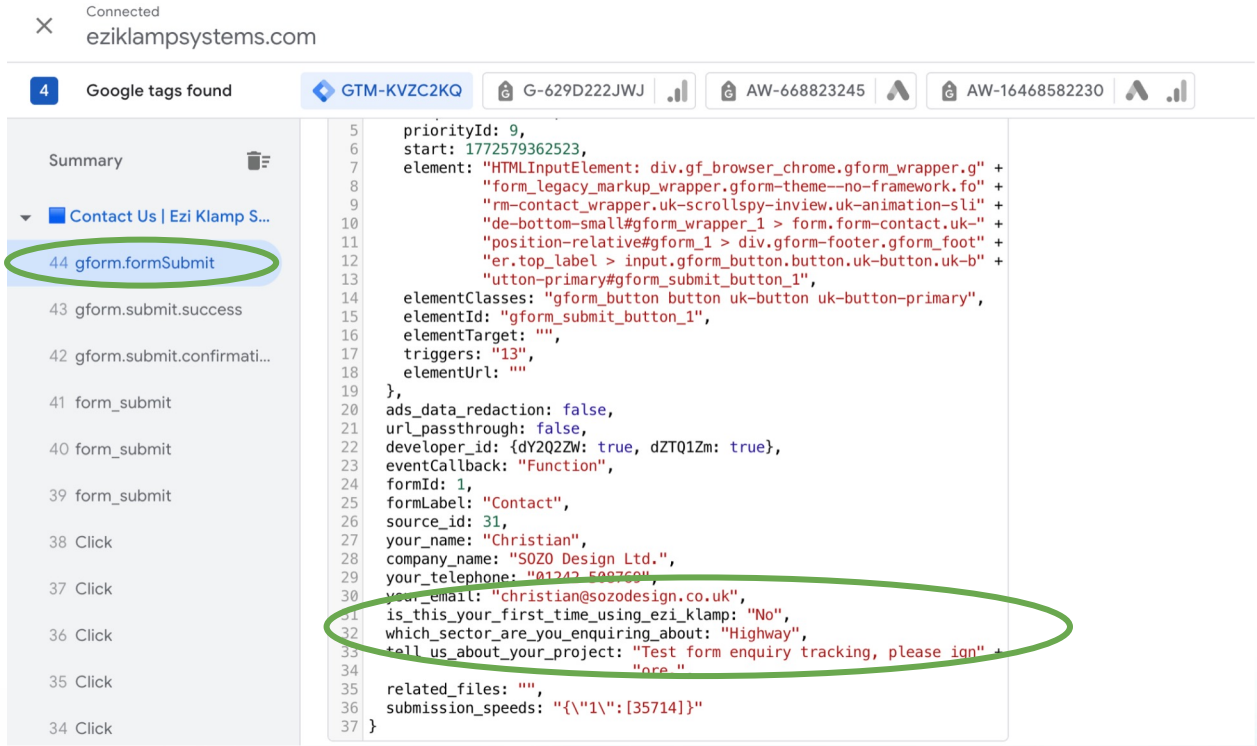
Google Rating
4.7
Based on 61 reviews

THE SOLUTION: STEP 3 OF 5

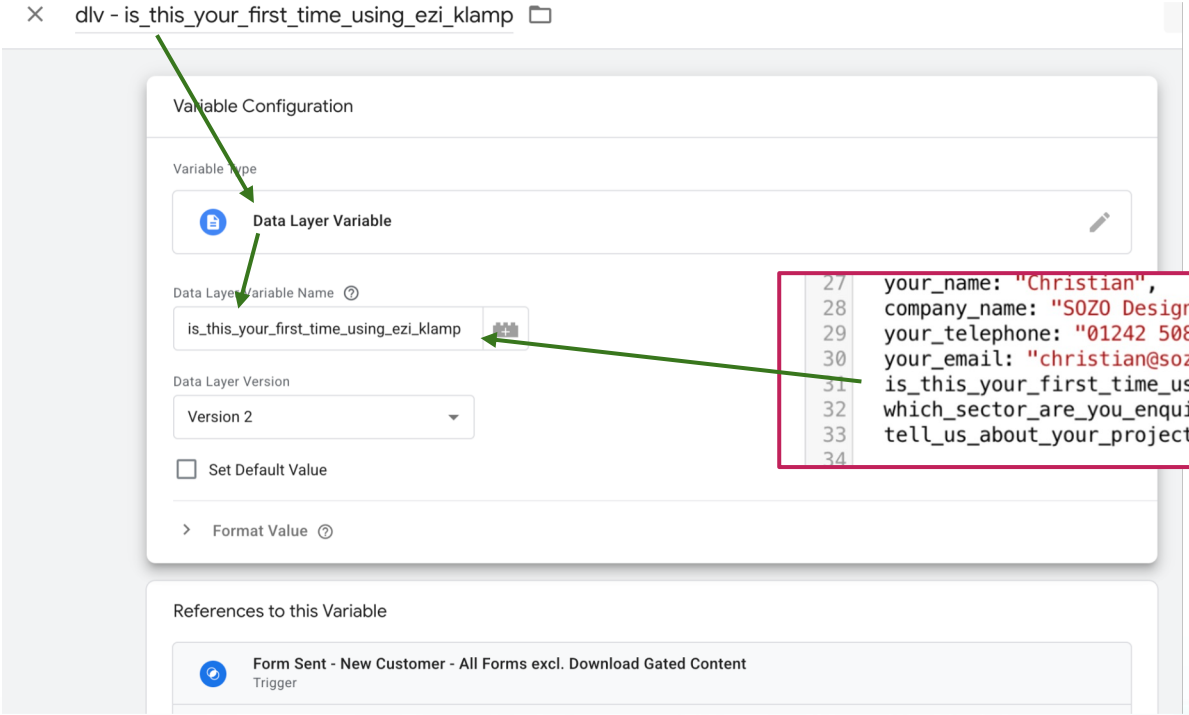
Data Layer via GTM

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Output the values in the **Data Layer:**

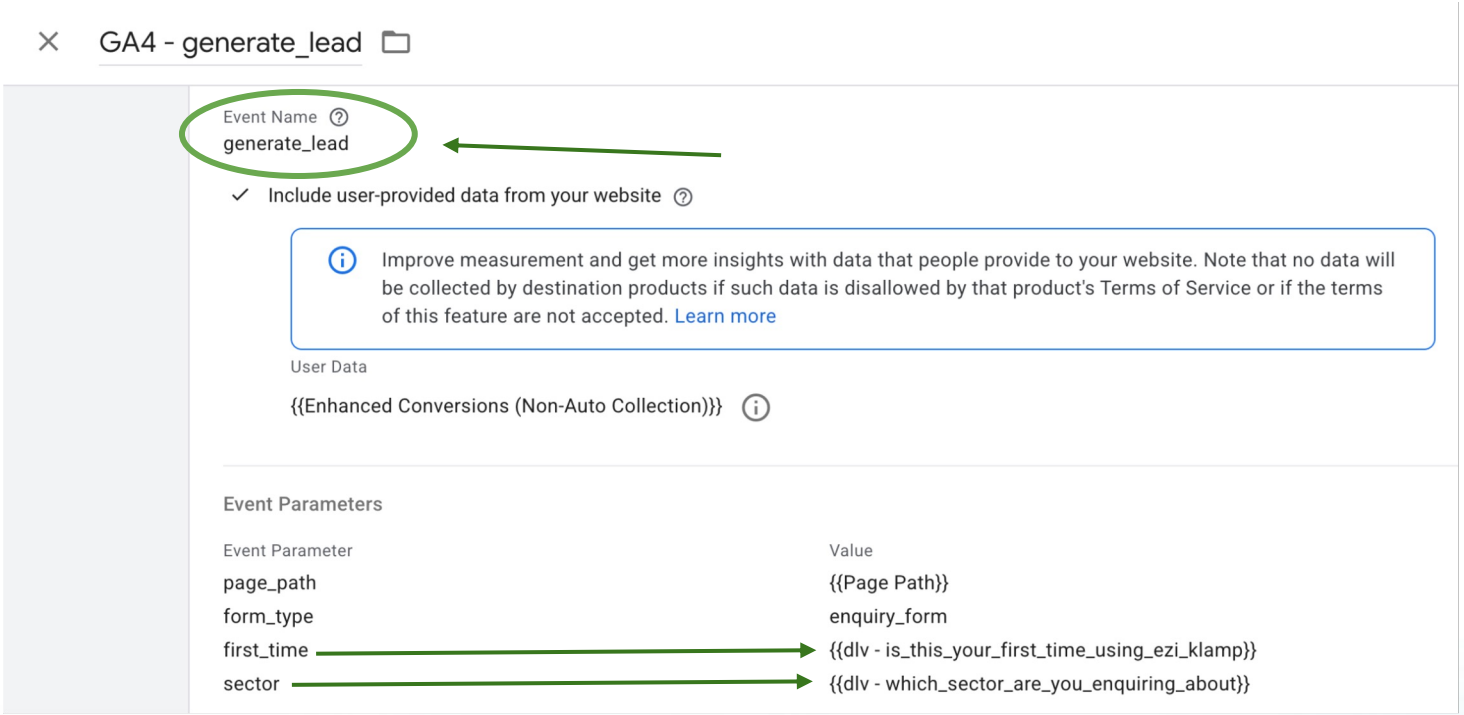


Setup Data Layer Variables in GTM:

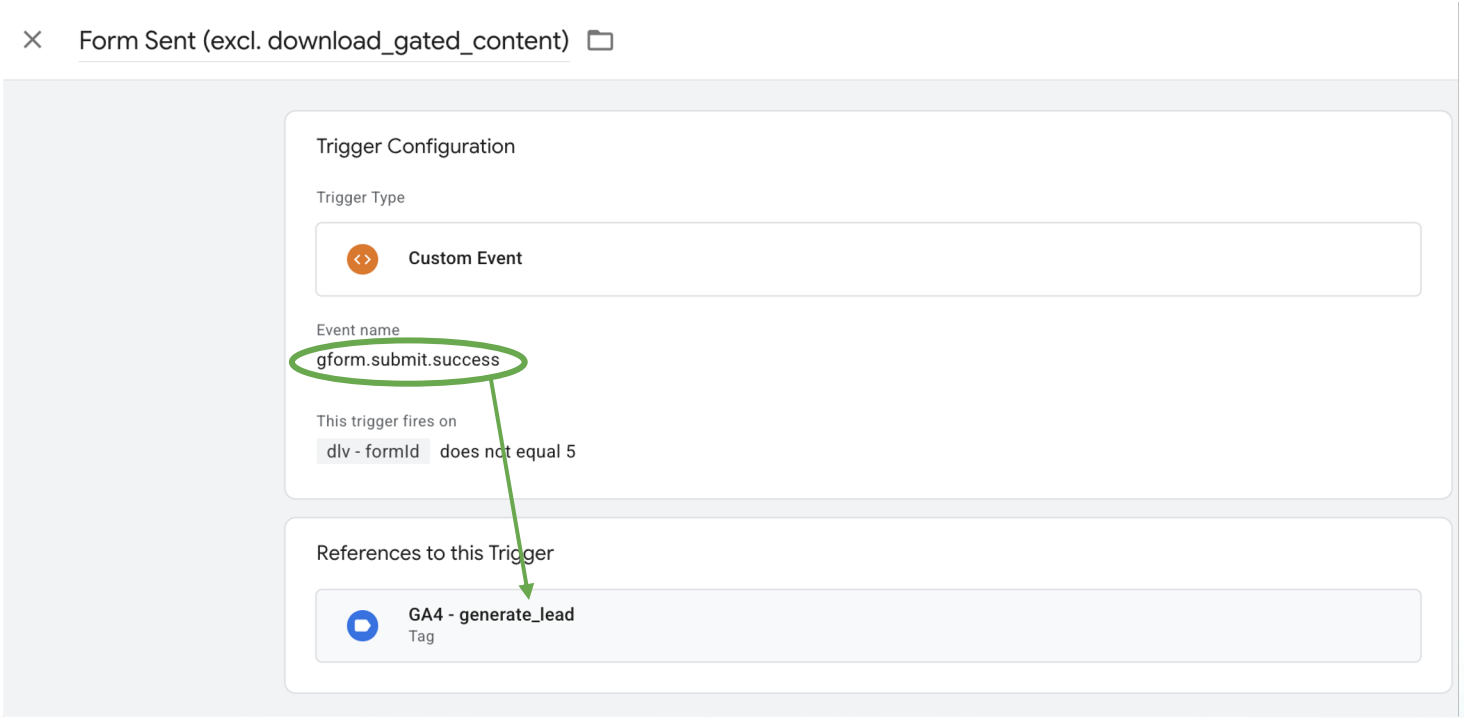



```
27  your_name: "Christian",
28  company_name: "SOZO Design Ltd.",
29  your_telephone: "01242 508769",
30  your_email: "christian@sozodesign.co.uk",
31  is_this_your_first_time_using_ezi_klamp: "No",
32  which_sector_are_you_enquiring_about: "Highway",
33  tell_us_about_your_project: "Test form enquiry tracking, please ign" +
34                              "ore.",
```

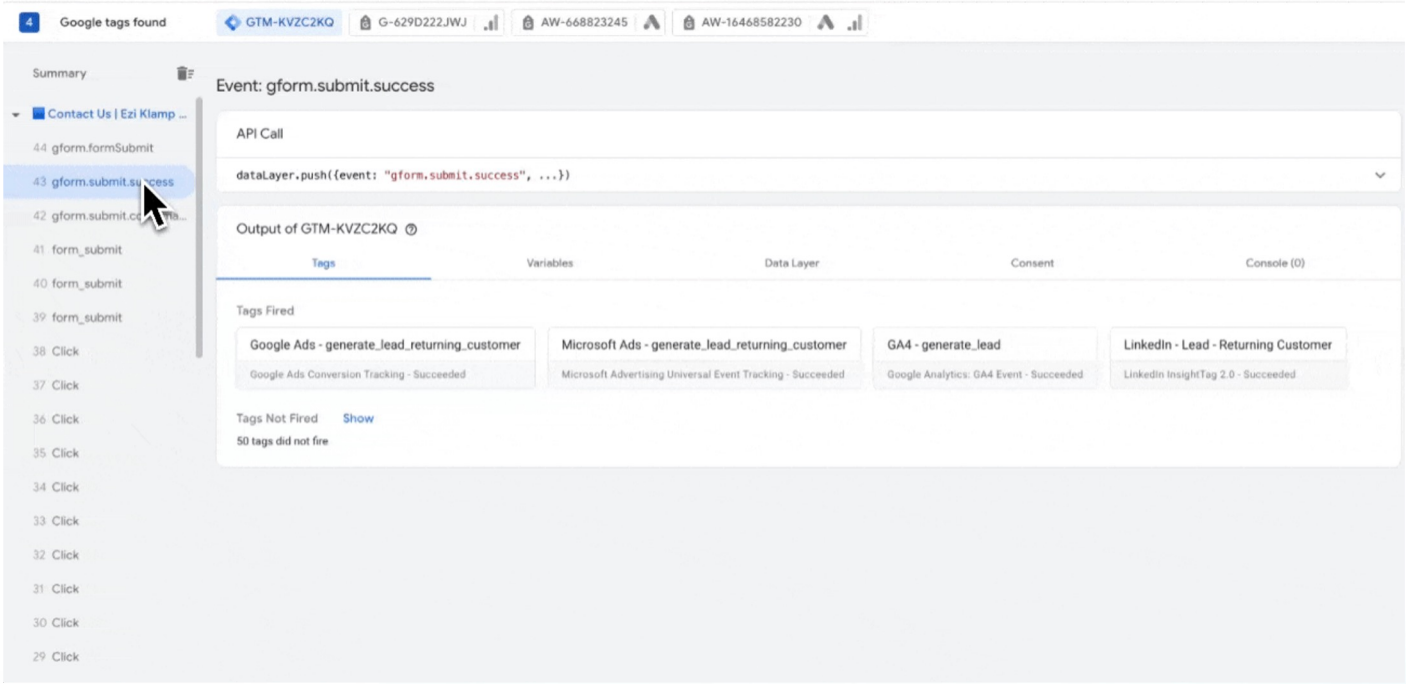
Pass these to GA4 via Tag Manager:



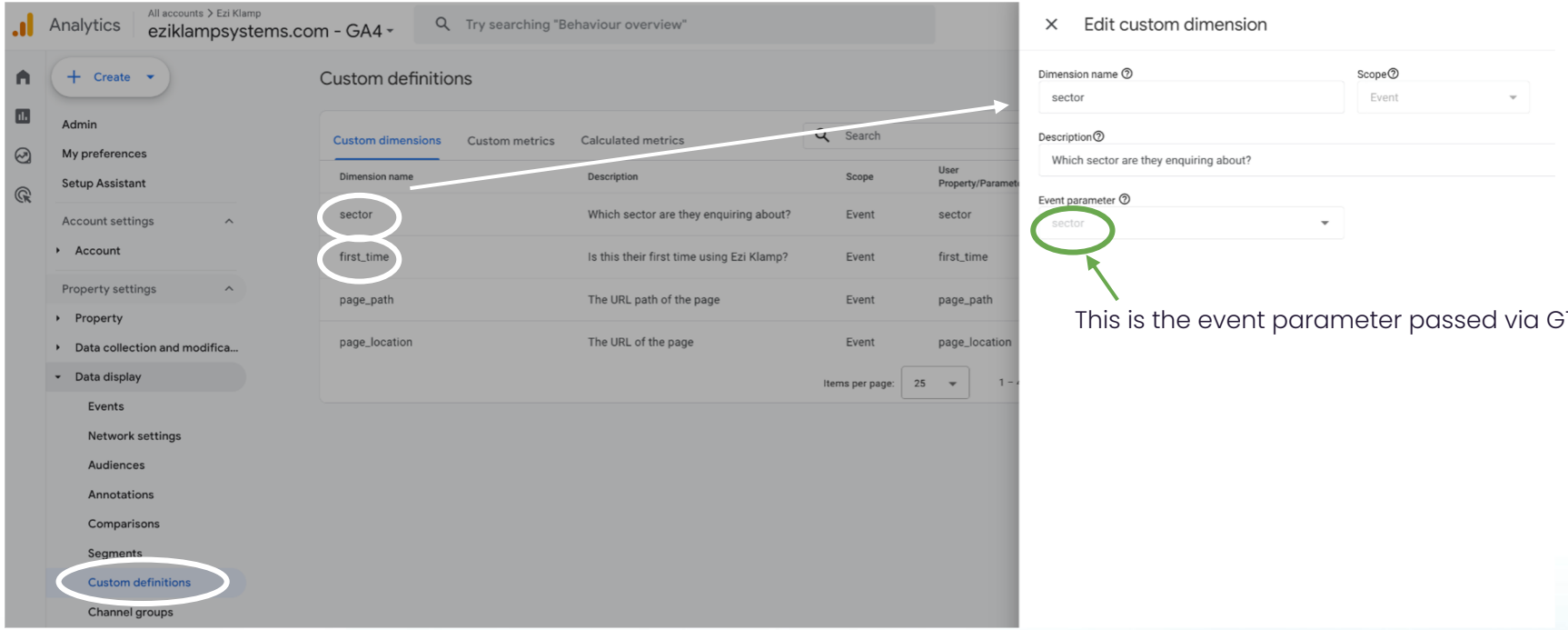
Set the ‘Trigger’ to fire on form success:



Test the event fires with GTM debug:



Setup custom definitions in GA4:



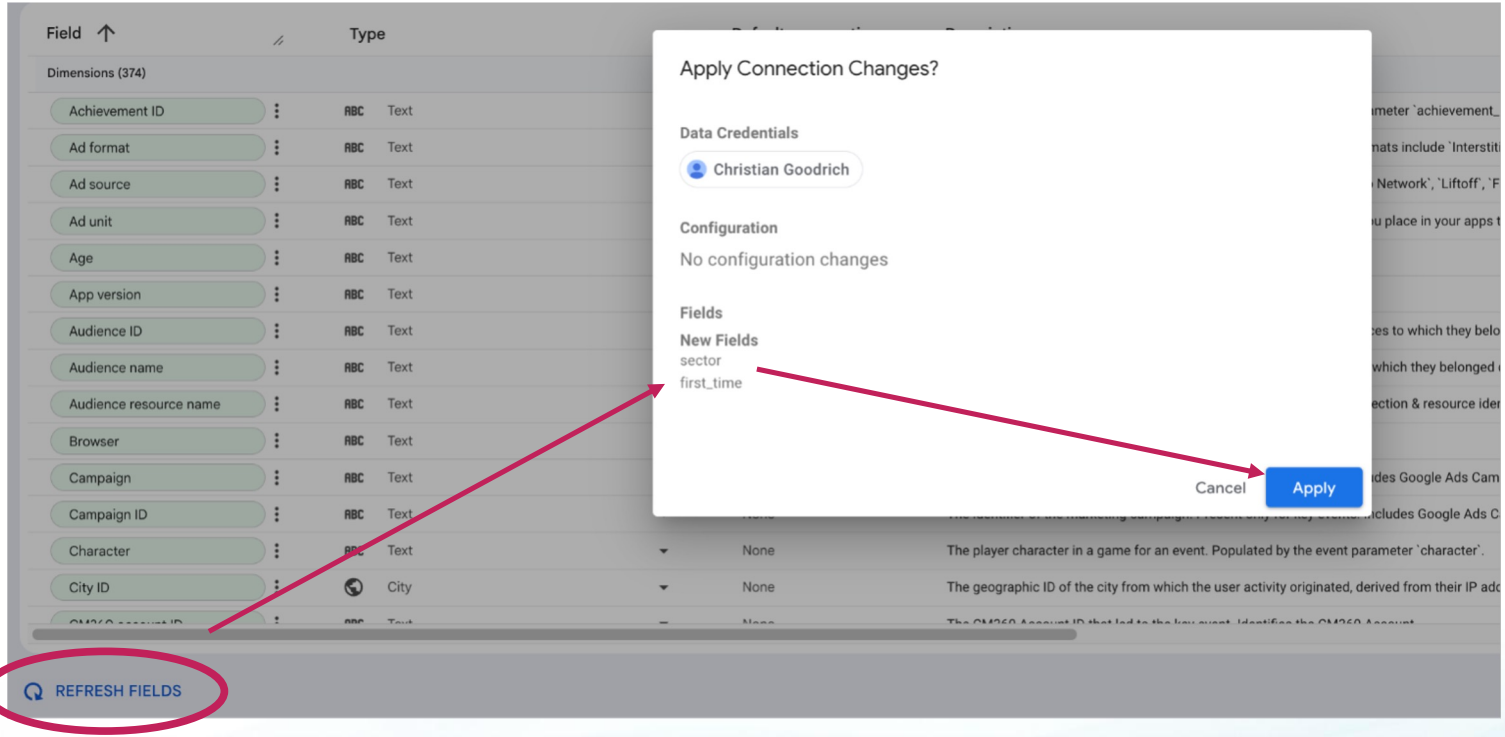
Now for the reporting …

THE SOLUTION: STEP 4 OF 5

GA4 to Data Studio

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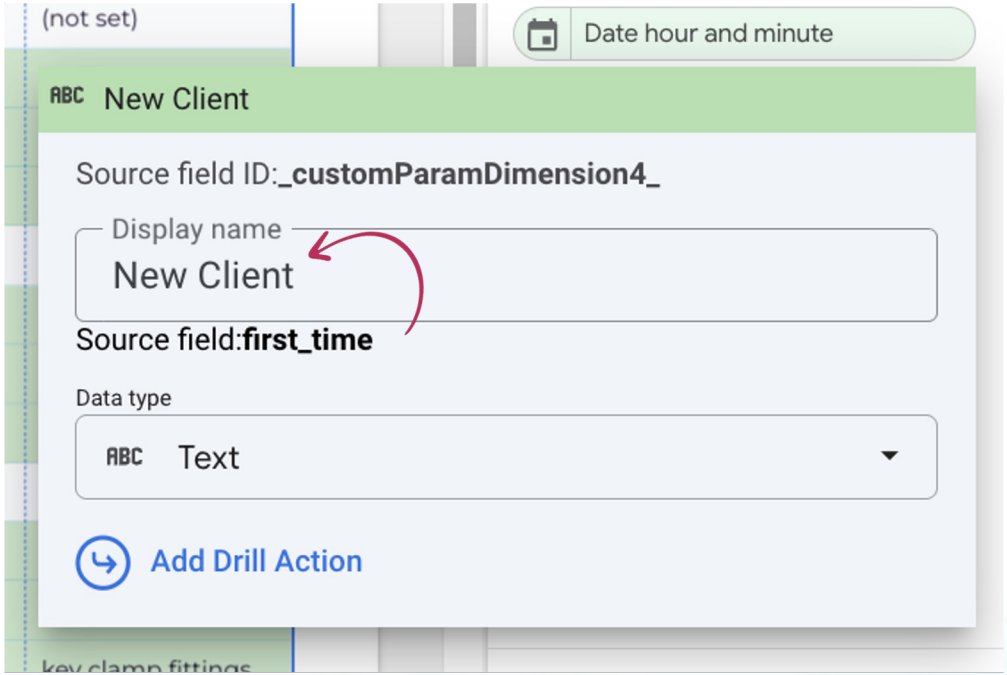
Refresh your GA4 fields in Data Studio:



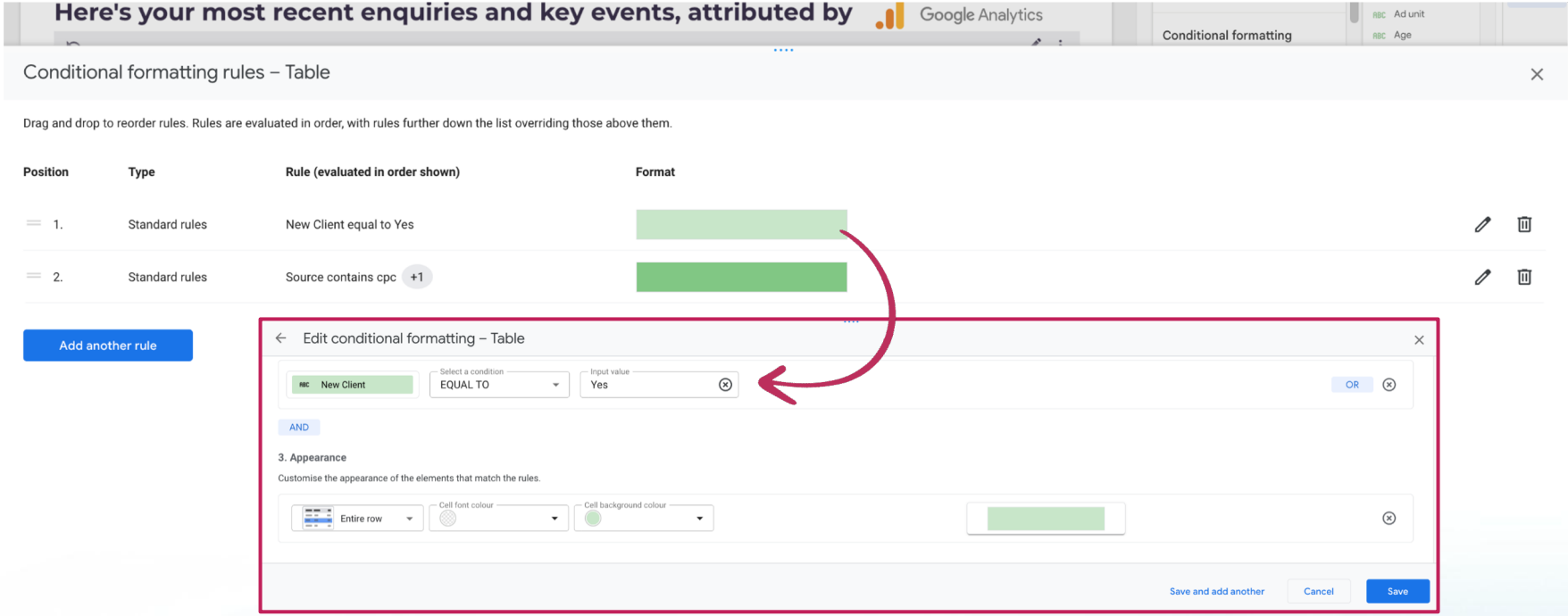
#HeroConf #brightonSEO

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Customise field names if you like!



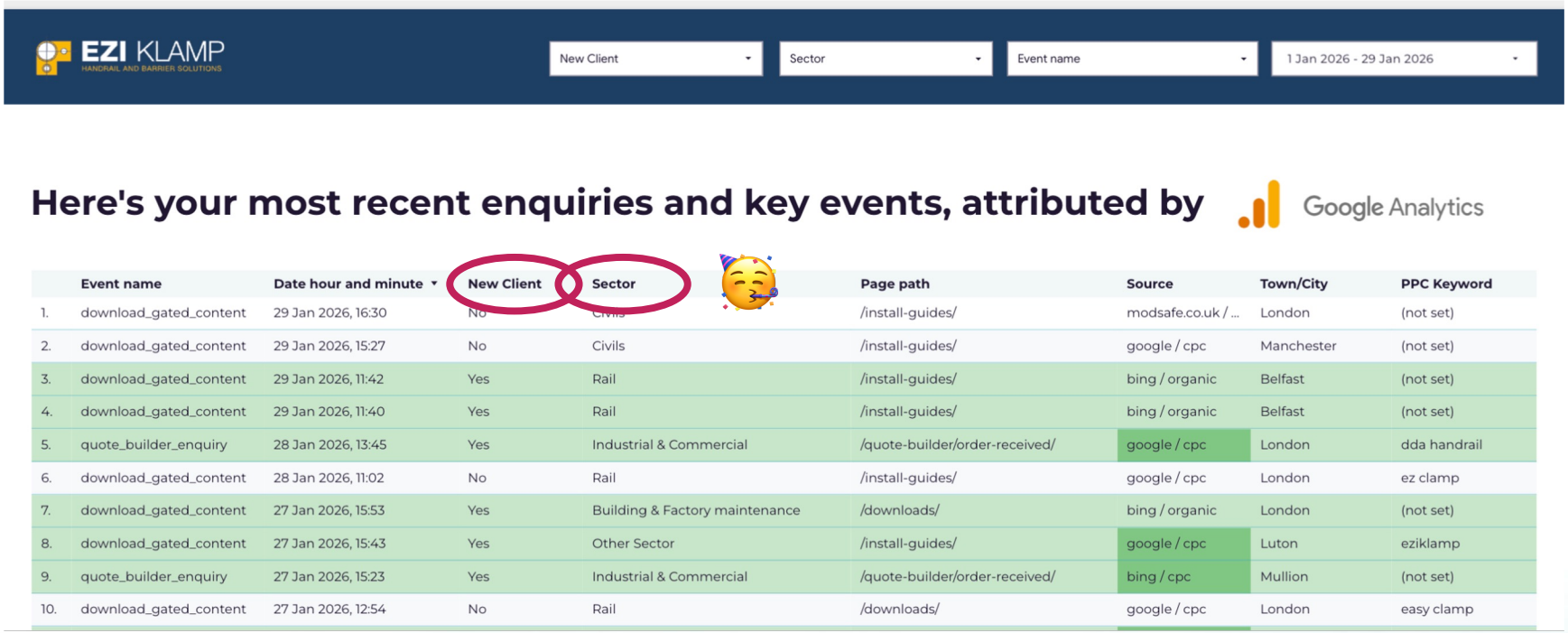
Get creative with conditional formatting:



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Welcome to your new data!

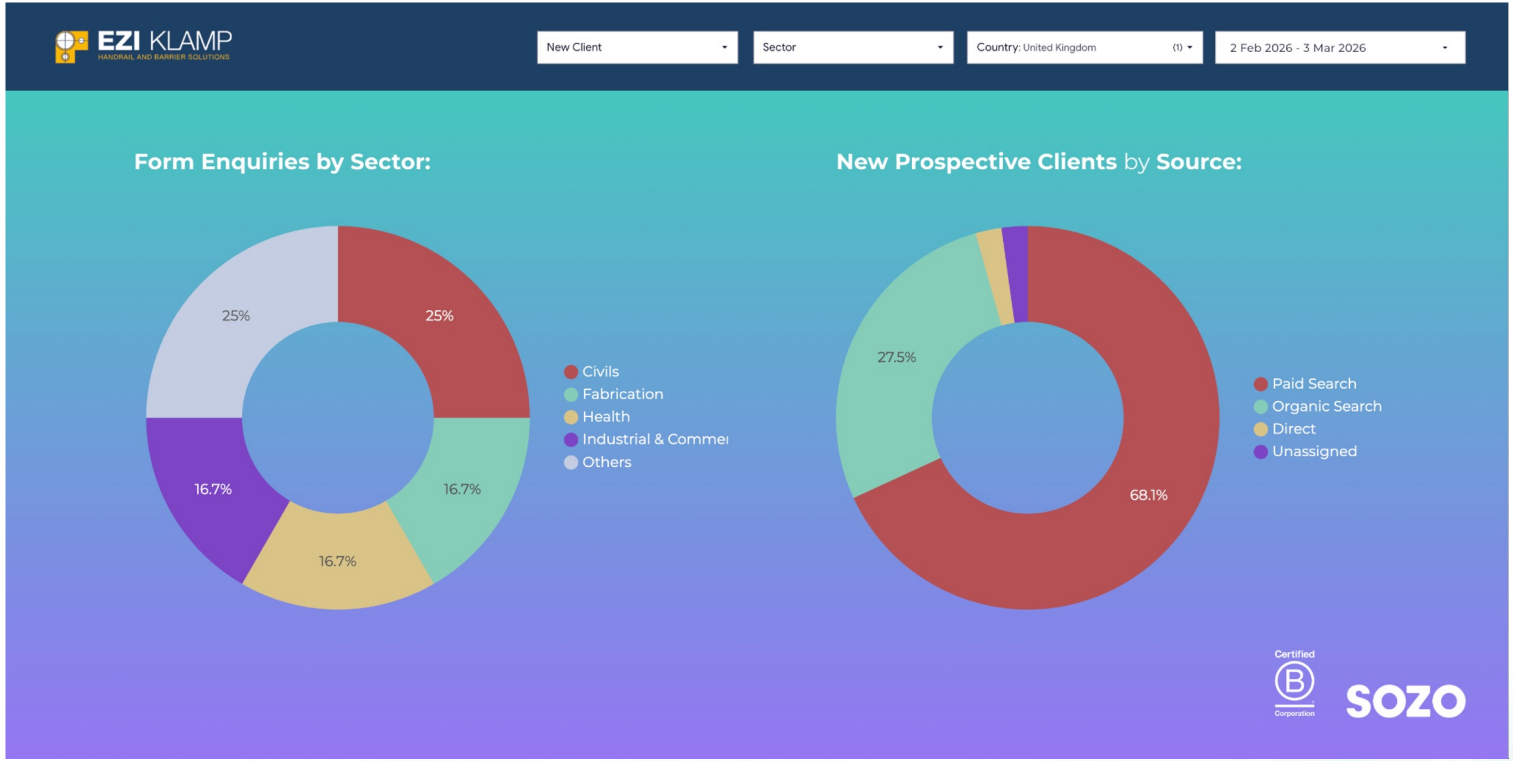


Here's your most recent enquiries and key events, attributed by Google Analytics

	Event name	Date hour and minute	New Client	Sector	Page path	Source	Town/City	PPC Keyword
1.	download_gated_content	29 Jan 2026, 16:30	No	Civils	/install-guides/	modsafe.co.uk / ...	London	(not set)
2.	download_gated_content	29 Jan 2026, 15:27	No	Civils	/install-guides/	google / cpc	Manchester	(not set)
3.	download_gated_content	29 Jan 2026, 11:42	Yes	Rail	/install-guides/	bing / organic	Belfast	(not set)
4.	download_gated_content	29 Jan 2026, 11:40	Yes	Rail	/install-guides/	bing / organic	Belfast	(not set)
5.	quote_builder_enquiry	28 Jan 2026, 13:45	Yes	Industrial & Commercial	/quote-builder/order-received/	google / cpc	London	dda handrail
6.	download_gated_content	28 Jan 2026, 11:02	No	Rail	/install-guides/	google / cpc	London	ez clamp
7.	download_gated_content	27 Jan 2026, 15:53	Yes	Building & Factory maintenance	/downloads/	bing / organic	London	(not set)
8.	download_gated_content	27 Jan 2026, 15:43	Yes	Other Sector	/install-guides/	google / cpc	Luton	eziklamp
9.	quote_builder_enquiry	27 Jan 2026, 15:23	Yes	Industrial & Commercial	/quote-builder/order-received/	bing / cpc	Mullion	(not set)
10.	download_gated_content	27 Jan 2026, 12:54	No	Rail	/downloads/	google / cpc	London	easy clamp

Date hour and minute ▾	New Client	Sector
29 Jan 2026, 16:30	No	Civils
29 Jan 2026, 15:27	No	Civils
29 Jan 2026, 11:42	Yes	Rail
29 Jan 2026, 11:40	Yes	Rail
28 Jan 2026, 13:45	Yes	Industrial & Commercial
28 Jan 2026, 11:02	No	Rail
27 Jan 2026, 15:53	Yes	Building & Factory maintenance
27 Jan 2026, 15:43	Yes	Other Sector
27 Jan 2026, 15:23	Yes	Industrial & Commercial
27 Jan 2026, 12:54	No	Rail

Other cool ways to present the data:



Say goodbye to just:

"You've had X enquiries this month." 🤷‍♂️ 😮‍💨

Say hello to:

✅ "This month you've had X first-time customer enquiries."

✅ "You've received X leads from X commercial sector."

✅ "You've spent X in Paid to receive X first-time leads."

THE SOLUTION: STEP 5 OF 5

Activate ‘conv. value’

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‘Conv. value’ is not just for e-commerce!

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Most lead gen accounts:

Conversion value = blank or £1

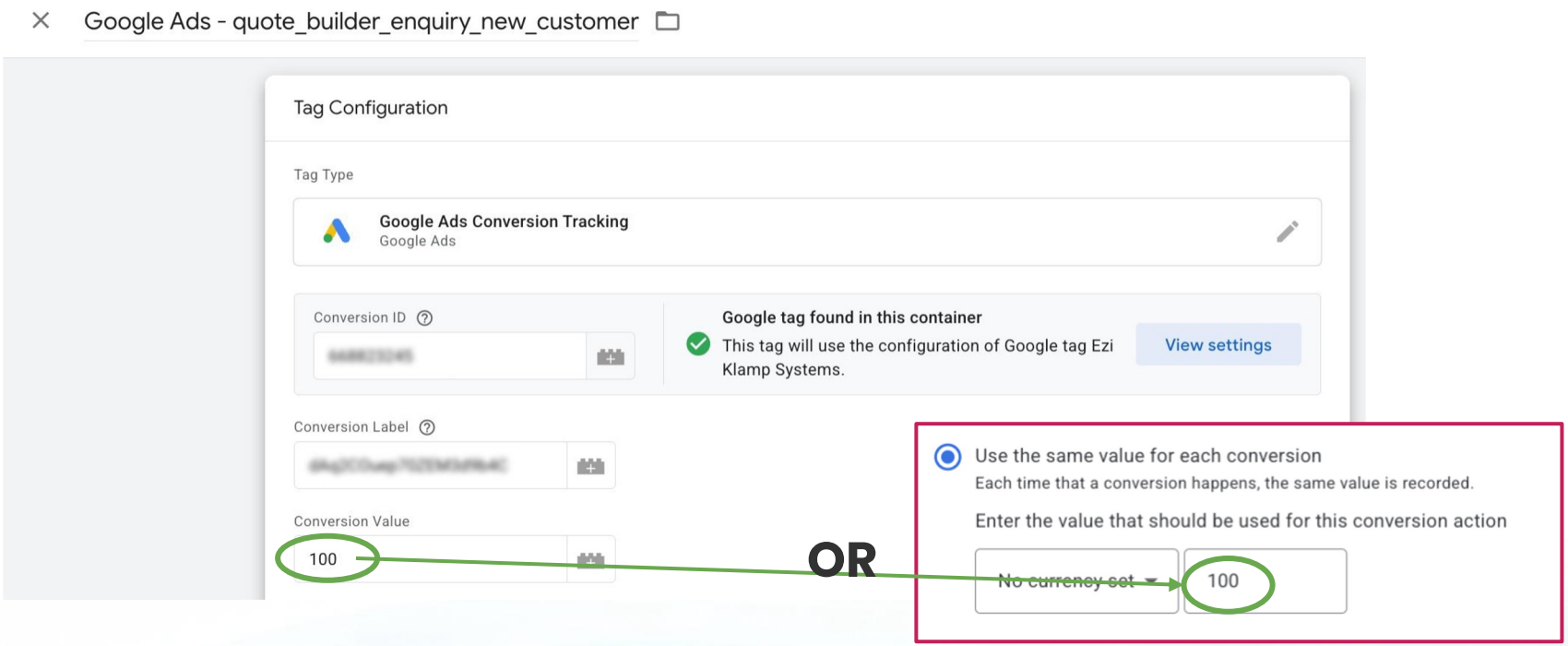
That's an oversight.

If you can't pass revenue, pass quality.

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	A	B	C	D	E	F	G	H
1	**Key Event / Conversion**	**Last Tested**	**Tested by**	**GA4**	**Google Ads**	**Microsoft Ads**	**Assigned Priority**	**Value Assigned** (optional)
2	All forms excl. gated (new customer)	14/01/2026	Christian	☑	☑	☑	Primary	50
3	All forms excl. gated (returning customer)	15/01/2026	Christian	☑	☑	☑	Primary	1
4	Quote builder (new customer)	16/01/2026	Christian	☑	☑	☑	Primary	100
5	Quote builder (returning customer)	17/01/2026	Christian	☑	☑	☑	Primary	30
9	Download gated content (new customer)	21/01/2026	Christian	☑	☑	☑	Primary	15
10	Download gated content (returning customer)	22/01/2026	Christian	☑	☑	☑	Primary	1
11	Email Link Clicks	23/01/2026	Christian	☑	☑	☑	Primary	10
12	Phone Link Clicks	24/01/2026	Christian	☑	☑	☑	Primary	10
13	File downloads	25/01/2026	Christian	☑	☑	☑	Secondary	1
14	Add to quote builder link clicks	26/01/2026	Christian	☑	☑	☑	Secondary	1
15	View quote builder page	27/01/2026	Christian	☑	☑	☑	Secondary	1

Push values from GTM to Google Ads:



Segmented conversions in Google Ads:

Campaign	Conversions	Cost / conv.	Conv. value / cost	Conv. rate
Total: All enabled campaigns in your current view	490.93	£34.97	1.06	6.91%
GRP Handrail	61.10	£93.31	0.46	4.69%
Calls from ads	7.00	–	–	–
quote_builder_enquiry_returning_customer	7.00	–	–	–
download_gated_content_returning_customer	7.00	–	–	–
click_to_email	15.00	–	–	–
click_to_call	5.60	–	–	–
quote_builder_enquiry_new_customer	8.50	–	–	–
download_gated_content_new_customer	9.00	–	–	–
generate_lead_new_customer	2.00	–	–	–

Identify what drives qualified leads:

Campaign	Conv. value / cost
Drafts in progress: 0	
Pedestrian Guardrails	1.59
Key Clamps	0.34
GRP Handrail	0.54

The results 

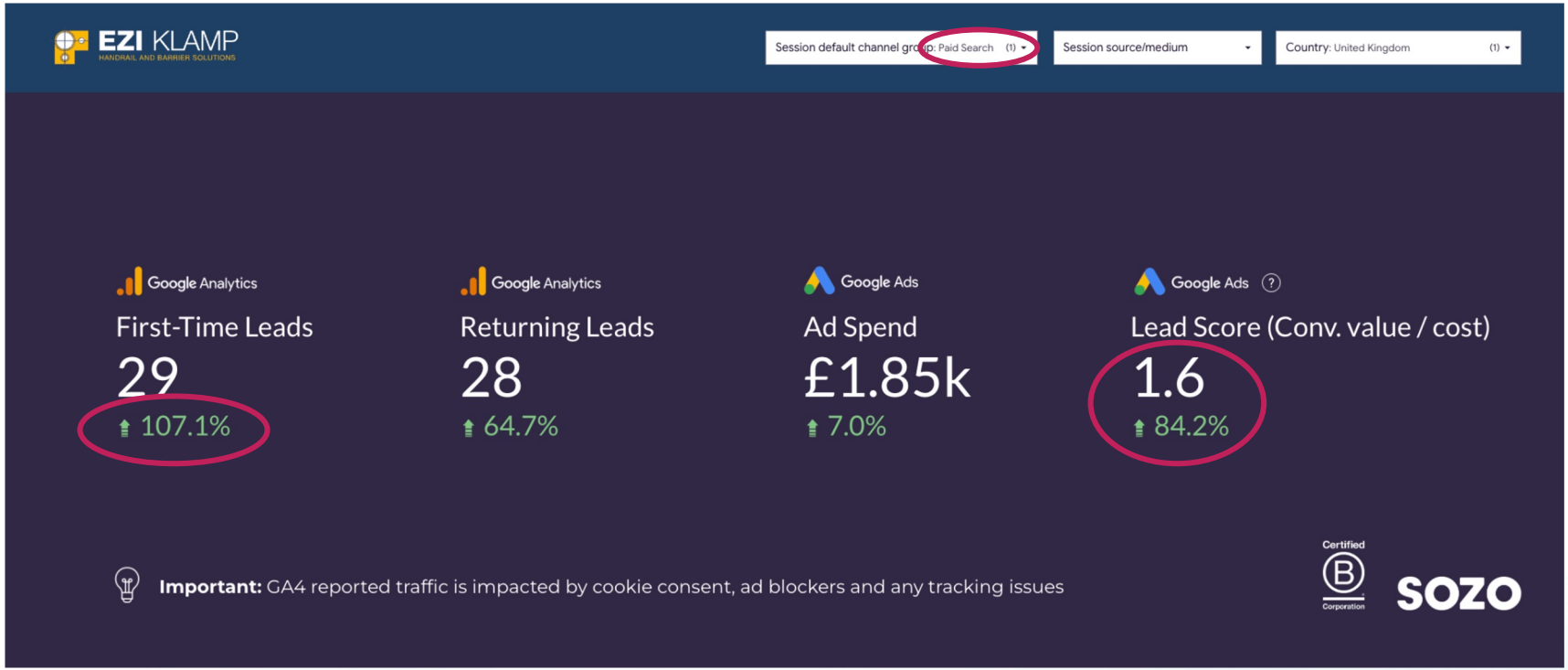
- ✅ Ad spend across Google + Bing reduced by 50+%
- ✅ 30% (intentional) decline in conversions
- ✅ +25.9% in lead quality + significant intent uplift

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Early impact:



GA4 + Google Ads + Data Studio:



And when the wins extend beyond the numbers ...

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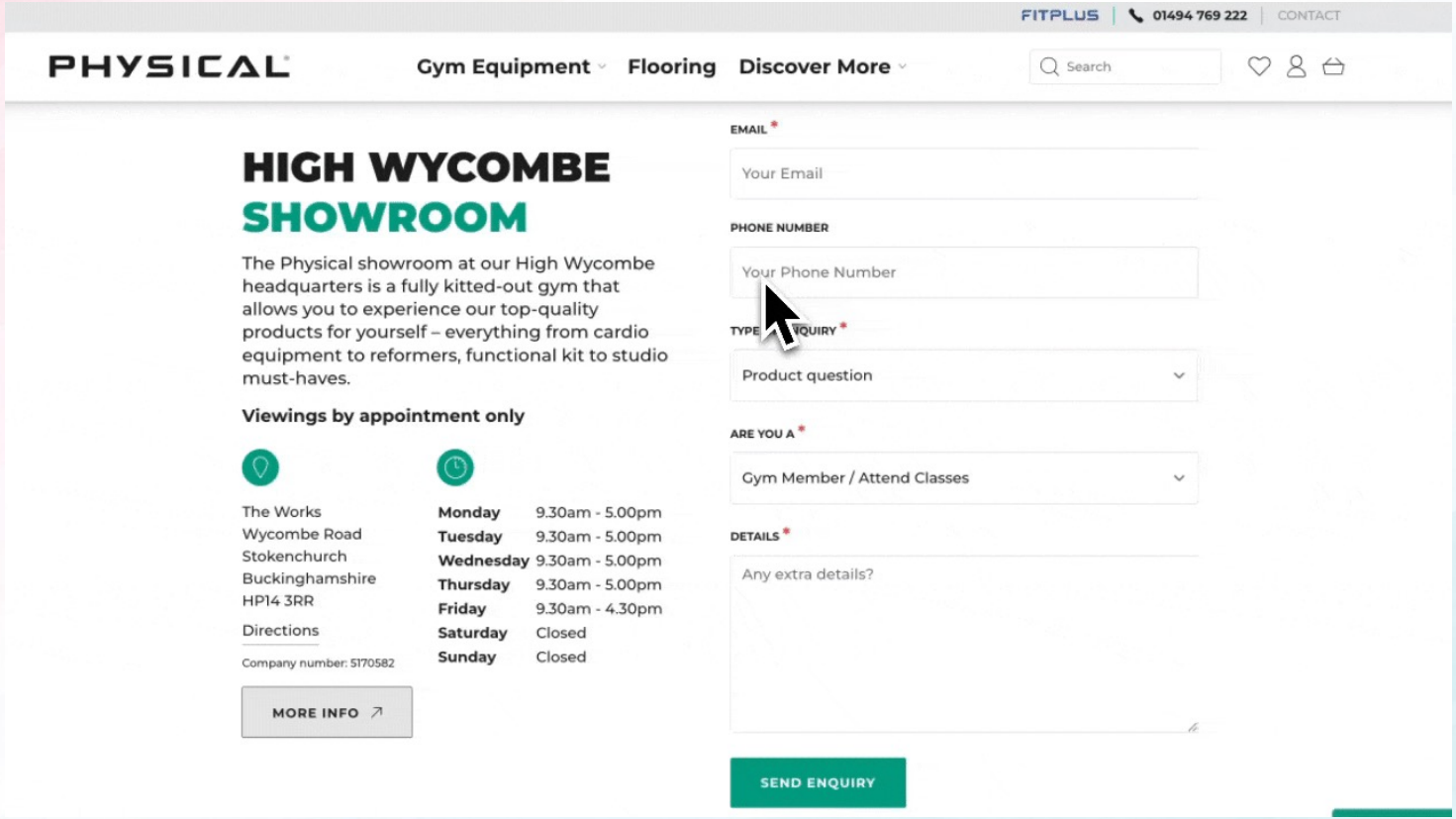
Informed marketing decisions.

No more "probably" or "feel".

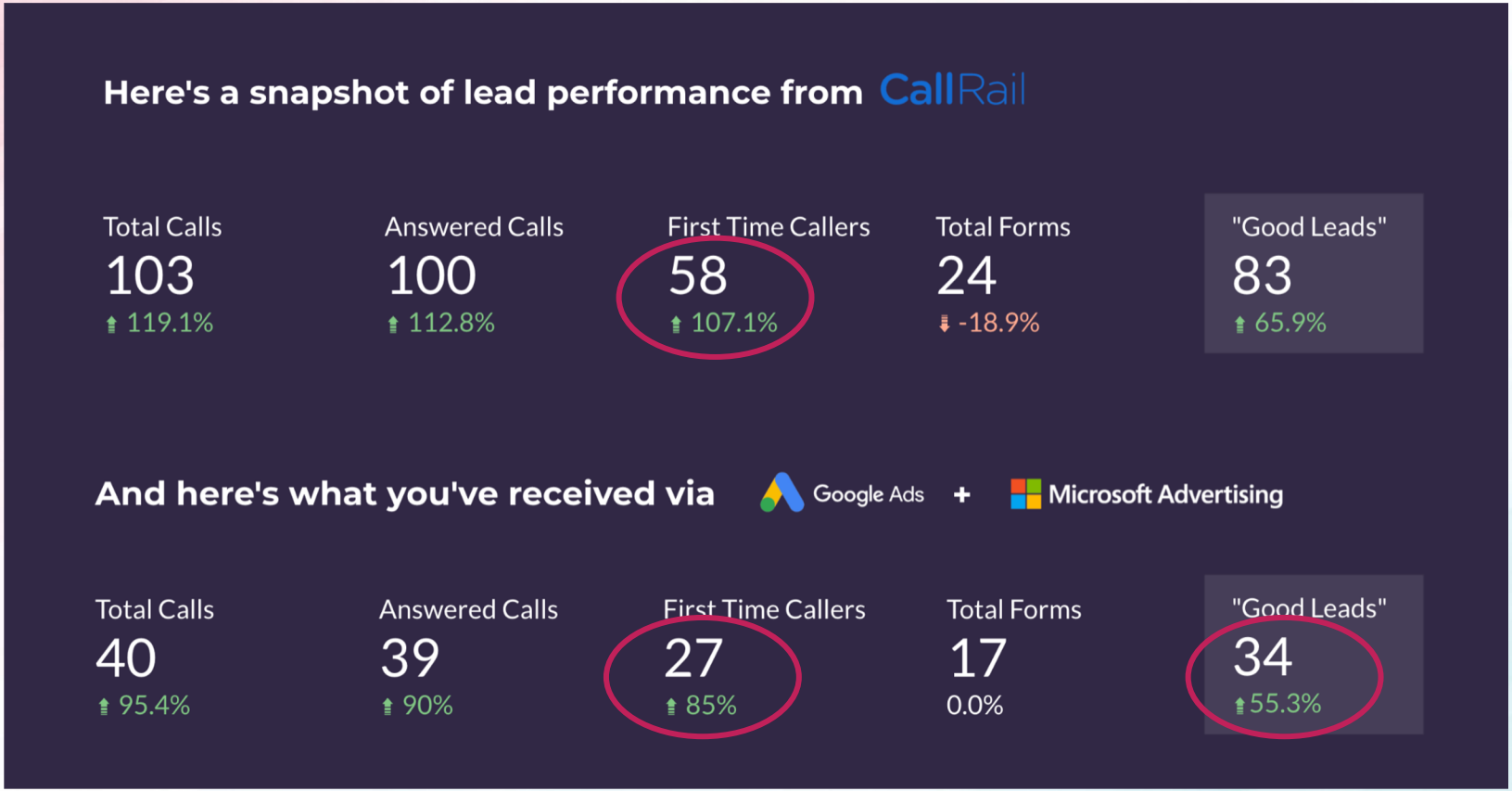
Spend redistributed to improving UX.

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The Physical showroom at our High Wycombe headquarters is a fully kitted-out gym that allows you to experience our top-quality products for yourself – everything from cardio equipment to reformers, functional kit to studio must-haves.
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Wycombe Road
Stokenchurch
Buckinghamshire
HP14 3RR
Directions
Company number: 5170582
MORE INFO
Monday 9.30am - 5.00pm
Tuesday 9.30am - 5.00pm
Wednesday 9.30am - 5.00pm
Thursday 9.30am - 5.00pm
Friday 9.30am - 4.30pm
Saturday Closed
Sunday Closed
EMAIL *
Your Email
PHONE NUMBER
Your Phone Number
TYPE OF ENQUIRY *
Product question
ARE YOU A *
Gym Member / Attend Classes
DETAILS *
Any extra details?
SEND ENQUIRY

“But most of our leads come via phone calls.” 🤔


Here's a snapshot of lead performance from CallRail
Total Calls
103
119.1%
Answered Calls
100
112.8%
First Time Callers
58
107.1%
Total Forms
24
-18.9%
"Good Leads"
83
65.9%
And here's what you've received via Google Ads + Microsoft Advertising
Total Calls
40
95.4%
Answered Calls
39
90%
First Time Callers
27
85%
Total Forms
17
0.0%
"Good Leads"
34
55.3%

25TH YEAR

SOZO

B-Corp digital growth agency
for ambitious, purpose-led brands.

shopify partner

Meta Business Partner

Google Partner

Certified B Corporation


25TH YEAR

Thank you! 😀

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christian@sozodesign.co.uk

speakerdeck.com/cargoodrich

