



REAL ACCOUNT DATA · LAST 90 DAYS

Porta Potty Google Ads: \$13 Leads

A line-by-line breakdown of a **real porta potty rental account we manage** — the actual dashboard, the actual search terms, and why this is the cheapest lead flow in home services.

\$12.93

cost per lead
(275 leads in 90 days)

\$2.51

average cost
per click

1 in 10

people who see the ad
click it (10.8% CTR)

"The cheapest leads we manage across dozens of accounts."

Campaign overview

What the dashboard actually shows for this porta potty rental campaign over the trailing 90 days.

● Enabled

Search

Bid strategy: Maximize conversions

Budget ≈ \$40 / day

Cost

\$3,556

90-day spend

Leads (conv.)

275

calls + form fills

Cost / lead

\$12.93

▲ elite for home services

Conv. rate

19.43%

of clicks become leads

Clicks

1,415

from 13,065 impressions

CTR

10.83%

▲ ~1 in 10 who see it

Avg. CPC

\$2.51

▲ cheap auction

Impr. share

13.8%

▼ leaving demand on the table

i How to read this

Every number here is pulled straight from the Google Ads UI for a live account — no projections, no "up to." At **\$12.93 per lead** with a **19.4% conversion rate**, this campaign turns roughly one out of every five clicks into a phone call or a form fill. The one number that *isn't* where it should be is **impression share: 13.8%** — the campaign is only showing for about one in seven eligible searches. That's not a performance problem, it's a budget ceiling. More on that later.

Why it's this cheap

Two forces stack on top of each other: how people buy, and how few competitors bother to bid.

People rent toilets the way they order pizza. It's a **commodity**, the need is **urgent**, and there's **zero brand loyalty** — nobody has a "favorite" porta potty company. They search, they call whoever shows up first, they book. That combination of high intent and no comparison shopping is exactly what makes a click worth so little and a lead worth so much.

1

Commodity

One porta potty is much like the next. Buyers aren't researching brands — they're checking availability and price. Whoever answers first usually wins.

2

Urgent

An event this weekend, a job site starting Monday, a septic emergency today. The decision window is short, so searchers act now instead of shopping around.

3

No loyalty

Almost nobody rents twice a year from memory. Every job is a fresh search — which means the top ad slot is up for grabs on every single one.

\$

And almost nobody is bidding against you

The second force is the auction itself. Porta potty clicks in this account average **\$2.51**. Compare that to the trades everyone *thinks* of when they think "Google Ads" — a plumber commonly pays **\$15–\$50 a click**, and in accounts we manage the same auction dynamics push cost-per-lead into the hundreds. Toilets don't have that problem, because most rental operators aren't running ads at all.

The auction, in one table (real accounts we manage)

Industry / niche	Typical cost / lead	Conv. rate	Auction
Porta potty rental ★	\$12.93	19.4%	Wide open
Pressure washing	~\$31	8 – 12%	Moderate
Electrician	~\$50	6.6%	Competitive
Plumbing / garage door	~\$90	6 – 10%	Crowded
Well drilling	~\$202	5.1%	Expensive
Water / fire restoration	~\$260	4.6%	Expensive

Figures are 90-day averages from real accounts in our management group, shown for comparison. Porta potty row is the account profiled in this report.

The three demand layers

Porta potty demand isn't one market — it's three, and each one behaves differently.

1 Construction & job sites

B2B · repeat · highest LTV

Contractors need units on site for the length of a build, month after month. It's business-to-business, it recurs, and one won account can rent for years — the highest lifetime value of the three. These searchers know exactly what they want and rarely shop on price.

2 Events & weddings

luxury segment · premium price

Weddings, festivals, and parties are the **luxury** layer — buyers want clean, upscale units and will pay for them. The intent shows up in the data: the search term "**luxury porta potty rental nj**" posted a **23.0% click-through rate** in this account — more than double the campaign average. When someone types "luxury" in front of a toilet search, they are ready to spend.

3 Emergencies & disasters

urgent · price-insensitive

Storms, floods, water-main breaks, failed septic — sudden, non-negotiable need. These searchers are the least price-sensitive of all because the alternative is having no facilities at all. Volume is spiky, but every one of these is a fast, high-intent booking.

"luxury porta potty rental nj" — CTR

23.0%

▲ ~2× the campaign average

"luxury porta potty rental nj" — cost / lead

\$7.68

▲ premium segment, bargain price

Search-term metrics above are pulled from the account's 90-day search-terms report.

Restroom trailers: the high-ticket upsell

The single best-converting keyword in the account isn't a basic porta potty — it's the premium restroom trailer.

"**Toilet trailer rental company**" is the **#1 converting keyword** in this campaign — 53 conversions at **\$13.17 per lead** over 90 days. Restroom trailers are the luxury, climate-controlled units people book for weddings and upscale events. Same cheap clicks, far higher ticket. The pattern repeats across every trailer-related term below.

Keyword	Clicks	Conv.	CPC	Cost / lead
toilet trailer rental company PHRASE ★	372	53.0	\$1.88	\$13.17
toilet trailer rental nj PHRASE ★	147	35.5	\$2.84	\$11.77
portable restroom rental PHRASE	111	30.5	\$3.63	\$13.21
porta potty rental PHRASE	228	37.5	\$2.67	\$16.21
bathroom trailer rental EXACT	45	12.0	\$2.21	\$8.28
porta potty rental EXACT	96	16.0	\$2.06	\$12.37
toilet trailer rental near me PHRASE	30	8.5	\$2.71	\$9.57

Star search terms shoppers actually typed

Search term	CTR	Conv.	CPC	Cost / lead
luxury porta potty rental nj ★	23.0%	6.5	\$2.16	\$7.68
porta potty trailer rental	20.0%	2.0	\$1.83	\$6.42
portable bathroom trailers for rent	66.7%	2.0	\$7.33	\$7.33
restroom trailer rental	12.2%	2.0	\$3.78	\$11.35
porta potty rental near me	8.0%	3.0	\$3.62	\$12.08

★ = standout term. All figures from this account's 90-day keyword and search-term reports. Conversions include fractional values because calls and form fills are counted by verified quality.

The costliest mistake: starving a winner

This campaign prints \$13 leads — and it's capped at ~\$40 a day. That's money left on the table.

Impression share

13.8%

▼ showing for ~1 in 7 eligible searches

Daily budget

≈ \$40

while producing \$12.93 leads

! What 13.8% impression share means

Impression share is the percentage of searches where your ad *could* have shown that it *actually* showed. At **13.8%**, this campaign is missing roughly **86% of eligible searches** — not because the ads are weak (a 10.8% CTR and 19.4% conversion rate say otherwise) but because the daily budget runs out. Every day it hits the cap, real "porta potty rental" searches see a competitor instead.

This is the single most common mistake we see owners make with a good campaign: they set a small budget "to be safe," it works, and then they leave it there. But a proven **\$13 lead machine** is the last place to be cautious.

↑ What raising budget on a proven winner does

When cost-per-lead is already this low and conversion rate is already this high, added budget buys **more of the same** — not worse leads. There's a ceiling (you can't capture more than 100% of the market), but going from 13.8% impression share toward a healthier 40–60% means substantially more calls and form fills at a similar cost per lead, until you approach the edge of real local demand.

The right move isn't "spend recklessly." It's: prove the number first (done — **275 leads at \$12.93**), then step the budget up and watch cost-per-lead, scaling as long as it holds.

✓ The rule

Find the winner, then feed it. A campaign with a low cost-per-lead and a low impression share isn't finished — it's a signal. This account has both. The opportunity here isn't fixing the ads; it's removing the budget ceiling on ads that already work.

Even the specialists set the bar higher

The niche agencies that do nothing but porta potty marketing publicly brag about numbers we beat by 2×.

There's a small cluster of agencies that specialize *only* in porta potty and toilet-rental marketing. Their public case studies are the best available third-party benchmark for this niche — and they publish them proudly. Here's what they claim, next to what this account actually did.

Source	Public claim	Cost / lead
Niche agency case study	"\$22 toilet rental leads"	\$22
Niche agency case study	"40+ rental leads / month"	~\$33
This account (real, 90 days)	275 leads at 19.4% conv. rate	\$12.93

Specialist benchmark (public)

\$22 – \$33

what the niche pros advertise

This account

\$12.93

▲ roughly half their published number

🎯 The ceiling is lower than even the specialists think

When the people who market this niche for a living publish **\$22–\$33** leads as their win, and a real account is quietly running at **\$12.93**, it tells you two things. First, the benchmark itself is soft — this is a cheap-lead category almost no one has pushed to its floor. Second, the gap between "good" and "great" here comes down to account structure, the right keywords, and not starving a winner — not some secret only a specialist holds.

Third-party figures are public claims from niche porta-potty-marketing agency case studies, cited for comparison only; we don't vouch for how they were measured. Our figure is verified account data.



Want to see your own numbers?

We'll run a **free audit** of your Google Ads account — or, if you're not running yet, show you what the porta potty and restroom-trailer auction looks like in your market. No obligation, no pressure. Just the real numbers, the way you saw them in this report.

- 1 A real look at your account** — cost per lead, wasted spend, and the winners you may be starving.
- 2 Where the cheap leads are** — the construction, event, and trailer segments in your service area.
- 3 A budget plan that scales** — feed what works, cut what doesn't, hold your cost per lead.
- 4 Straight answers** — including whether ads are even the right move for your business right now.

Get your free account audit

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Every figure in this report is real, 90-day data from a porta potty rental account we manage. We don't publish the client name — but we're happy to walk you through how it was built.