UPDATE

Budget increased to S$70/day, and optimisations done

Here's where the campaign stands after the 20 October changes, and what we changed today to grow enquiries further.

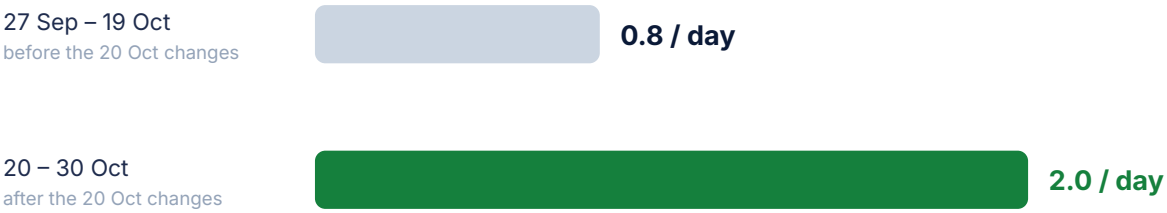
Results since 20 October

22
ENQUIRIES IN 11 DAYS
WhatsApp, call & quote-form enquiries from the ads (20–30 Oct)

29%
ENQUIRY RATE
Of people who clicked the ad, 29% enquired

~S$25
PER ENQUIRY
Down from ~S$40 in the three weeks before

Enquiries per day



"Enquiries" = people from the ads who tapped WhatsApp or Call, or sent the quote form. Some may not message in the end, or may ask for services you don't offer, which is why your own WhatsApp tally matters.

1 Daily budget raised from S$50 to S$70

Before: S$50/day → After: S$70/day

The extra budget goes to the same proven ads and keywords that brought the 22 enquiries above. On several days the ads were still running out of budget before the day ended, so S$70 keeps them showing for more of the day.

Campaign	Budget	Status	Optimisation score	Campaign type	Conv. value	Conve
UltraRevive Sofa/Mattress Cleaning Campaign	SGD70.00/day	Eligible (Limited) Missing enough relevant keywords	48.8%	Search	14.00	

Google Ads › Campaigns: UltraRevive Sofa/Mattress Cleaning Campaign at SGD70.00/day (31 Oct 2026)

2 11 new keywords to reach more customers

Before: 7 keywords → After: 18 keywords

Google had flagged the campaign as **"Missing enough relevant keywords"**, meaning customers were searching in ways we weren't fully covering. We added the exact searches that already brought you enquiries, plus more sofa searches. Most enquiries so far were for mattresses, and these give your sofa service more reach.

NEW KEYWORD	MATCH	WHY
mattress cleaning service singapore	Exact	Brought an enquiry
bed cleaning service singapore	Exact	Brought an enquiry
mattress deep cleaning service	Exact	Brought an enquiry
same day mattress cleaning	Exact	Brought an enquiry
deep clean mattress service	Exact	Brought an enquiry
mattress cleaning singapore company	Exact	Brought an enquiry
sofa cleaning	Exact	More sofa jobs
sofa cleaning service	Phrase	More sofa jobs
fabric sofa cleaning	Phrase	More sofa jobs
sofa and mattress cleaning	Phrase	More sofa jobs
upholstery cleaning singapore	Phrase	More sofa jobs

New keywords pass Google's review within a day. The 7 original keywords stay unchanged.

3 Still in place from 20 October

Ads shown only to people in Singapore · bed bug / pest control / DIY searches blocked · all traffic going to your best-performing page · your proven ad wording unchanged.

What to expect

More people seeing your ads from the next few days. Google takes about a week to adjust to the new budget and keywords, so please judge results over 1–2 weeks rather than day by day. We'll keep the campaign running without interruptions and send you an update every week.

One thing we need from you

A weekly tally of WhatsApp enquiries and which ones booked. It shows us which searches bring real jobs, so we can put more of your budget behind them.