



LEAD GENERATION CASE STUDY

Local Landscaper Looking for Quality Leads 15x ROAS

RESULTS

Spent \$2917 over a 2-month period which resulted in 100 qualified leads (\$29/each), resulting in a 15X return-on-ad- spend for a local landscaper.

Replicated across the country.

SUMMARY

Our team created ads campaigns that spent \$2917 over a 2-month period which resulted in 100 qualified leads (\$29 to acquire each one), resulting in a 15X return-on-ad spend for a local landscaper. We have since duplicated the process in other locations across the country.

CHALLENGES

With our proprietary onboarding and audit process, we identified the unique ads approach, design and messaging that fully represented the client and their company values. We also identified the appropriate promotions that helped encourage conversions.

LOOKING AT THE NUMBERS

Off / On	Ad Set	At set	Cost per result	Results	Amount spent	Reach	Frequency	Ends	Schedule
<input checked="" type="checkbox"/>	landscape interests	7..	\$29.17 [2] Per Lead	100 [2] Website Leads	\$2,916.93	50,907	1.37	Ongoing	Nov 7, 2021 - On
	Results from 1 ad set	7...	\$29.17 [2] Per Lead	100 [2] Website Leads	\$2,916.93 Total Spent	50,907 People	1.37 Per Person		