

CASE STUDY

Driving Leads and Lowering CPA for a Nationwide Home Services Franchise

How a comprehensive retargeting and paid social campaign transformed lead generation.

Campaign Quick Facts

1.5M
Impressions
Delivered

80.4%
Reduction in Cost
per Acquisition

367%
Increase in
Conversions



About the Client

The company is a large franchise group specializing in home services across the U.S., offering various solutions, including repairs, new installations, and same-day services.

The Campaign Goal

The primary objective was to drive online bookings for service representative visits to customers' homes.

Strategy

The campaign ran for an initial flight of three months and has continued for a year due to its success. Q1Media encouraged the company to leverage Display and ad Retargeting alongside paid social media ads on Facebook and Instagram for the most effective conversion rate. While search engine marketing (SEM) typically works well for these types of conversions, a focus on both social and display retargeting as the next best-performing tactics to generate leads at an efficient cost.

To engage the company's target audience, Q1Media advised multiple creative choices showcasing the company's diverse services—repair, new products, same-day replacements, and same-day services. These ads were designed to engage and highlight the company's convenience, expertise, and innovative approach to home services.

The target audience included homeowners interested in home remodeling, renovations, exterior home improvements, and landscaping. To maximize reach and efficiency, Q1Media employed interest-based targeting and Lookalike Audiences (LAL) from the company's existing customer base.

Results + Success

In just one market, the campaign achieved significant results, including Cost per Acquisition (CPA) improved from **\$410** in November to **\$80.35** by August, showcasing a substantial **80.4% reduction in cost**. There was a consistent **increase in month-over-month leads**, driving up conversions while simultaneously lowering CPA. The client was highly satisfied with the results, leading to the expansion of the campaign into **five additional markets**.