

Growth Partner

Marketing for insulation and home service contractors

Insulation Contractor Advertising Benchmarks 2026

Cost per lead, booking rate, close rate, ROAS and cost per signed contract from nine insulation companies on Facebook and Instagram.

\$35.55

median cost per
lead

33.9%

of leads booked
an estimate

\$90.44

median cost per
booked estimate

\$779.68

median ad spend
per signed job

By Erick Lantigua, Head of Growth, Growth Partner

October 2026 | Data: 10 published case studies, Meta ads only

<https://www.growthpartner.ca/insulation/advertising-benchmarks-2026>

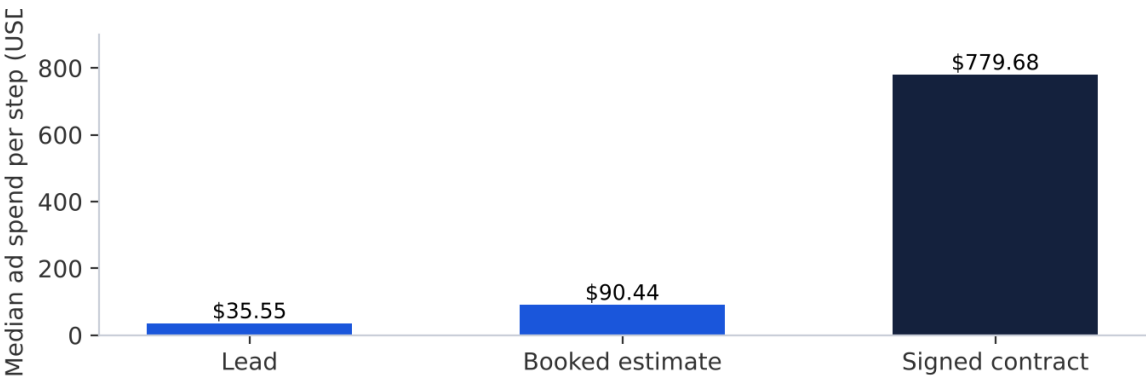
Summary

Across nine insulation companies that ran Facebook and Instagram ads with Growth Partner, the median cost per lead was **\$35.55**, about one in three leads booked an estimate (median **33.9%**), and the median cost per booked estimate was **\$90.44**. Where the published data allows the calculation, one signed contract cost a median of **\$779.68** in ad spend, against median revenue of **\$4,259.69** per closed job.

Key numbers at a glance

Metric	Median	Range	n
Cost per lead	\$35.55	\$21.18 to \$52.49	8
Lead to booked estimate	33.9%	31.4% to 54.0%	6
Cost per booked estimate	\$90.44	\$63.53 to \$167.31	6
Booked estimate to signed job	11.5%	6.9% to 25.0%	6
ROAS (revenue / ad spend)	4.46x	3.02x to 15.34x	7
Ad spend per signed contract (calculated)	\$779.68	\$254.14 to \$1,446.23	6
Revenue per closed job (calculated)	\$4,259.69	\$2,793.75 to \$7,000.00	6

Median ad spend at each step



5 key findings

1. Meta leads for insulation cost less than the home improvement average.

Our median of \$35.55 is below WordStream's \$42.95 Facebook median for Home and Home Improvement, and well under its \$90.92 Google median.

2. About one in three leads books an estimate.

The median booking rate was 33.9%, with five of six accounts between 31.4% and 39.6%. Booking rate was the most stable metric in the data.

3. A booked estimate costs about what one Google lead costs.

The median cost per booked estimate (\$90.44) is almost equal to WordStream's median Google cost per lead (\$90.92) for the same industry.

4. Closing is where accounts differ most.

Close rates ran from 6.9% to 25.0%. With lead cost and booking rate fairly similar across accounts, the sales process after the estimate explains most of the gap in cost per job.

5. One signed contract cost a median of \$779.68 in ad spend.

Median revenue per closed job was \$4,259.69 and median ROAS was 4.46x. Two small or new businesses (Midwest Insulation, The Great Insulation) posted some of the highest returns on small budgets.

Methodology

- **Source data:** the 10 case studies published on growthpartner.ca/case-studies as of October 2026. Nine are dedicated insulation companies. The tenth, 1 Clean Air, is a duct and carpet cleaning company that launched an insulation service; its insulation launch is shown separately and its duct cleaning numbers are excluded.
- **Channel:** Meta ads only (Facebook and Instagram lead campaigns). No Google, LSA or marketplace leads.
- **Periods:** from two weeks (The Great Insulation) to three months (ThermoSpray of Lexington). New businesses and launches are included.
- **Locations:** Growth Partner works with contractors in the United States and Canada. The case studies name Surrey, British Columbia (Metro Insulation) and Lexington (ThermoSpray of Lexington); the others do not publish a location, so results are not split by country.
- **Calculation rule:** when a case study publishes the counts (spend, leads, booked, closed, revenue), each rate is recomputed from the counts. A published rate is used only when counts are missing. "Calculated" values are ours.
- **Derived spend:** Metro Insulation and Tyson Energy Solutions do not publish ad spend; we use leads x published cost per lead and mark it "spend = leads x CPL".
- **Statistics:** medians and full ranges, computed in Python (statistics module). With 6 to 8 accounts per metric, the median is more reliable than the average.

The accounts, as published

All figures as stated in each case study at growthpartner.ca/case-studies/<name>. n/a = not published.

Account	Period	Ad spend	Leads	CPL	Booked	Closed	Revenue
Ozark Insulation Pros	First few weeks	\$1,730.87	48	\$36.06	19	n/a	n/a
Metro Insulation	2 months	Not published	170	\$29.57	56	8	\$22,350
Midwest Insulation	1 month	\$456.20	13	\$35.09	n/a	1	\$7,000
Masterseal Insulation	2 months	\$1,862	50	\$37.00	27	2	\$8,300
Qute Insulation	2.5 months	\$2,892.46	84	\$36.00	29	2	\$8,738.75
The Great Insulation	2 weeks	\$254.14	12	\$21.18	4	1	\$3,000
Tyson Energy Solutions	2 months	Not published	51	\$52.49	16	2	\$11,295.10
ThermoSpray of Lexington	3 months	Not published	100+	\$34.49 (est.)	38	4	\$45,000+
Spray Insulation Pros	First month	About \$360	30+	As low as \$12	n/a	Several	\$30,000

Reported separately: 1 Clean Air insulation launch

Ad spend	Leads	Cost per lead	Booked	Booking rate (calc.)	Cost per booked estimate (calc.)
\$1,762.52	34	\$51.84	13	38.2%	\$135.58

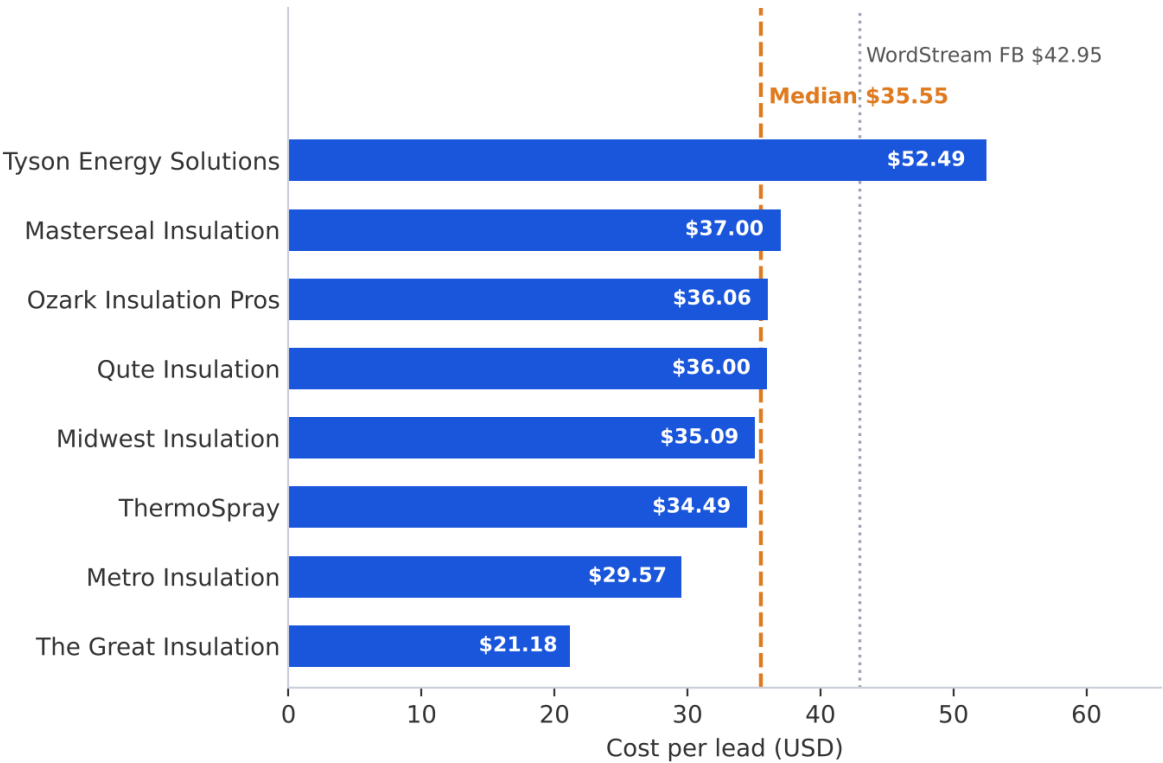
1 Clean Air's duct and carpet cleaning results (777 leads) are not insulation and are not used anywhere in this report.

Note on published rates

Two case studies state rates that do not match their own counts. Masterseal Insulation states a 43.24% booking rate, 5.41% close rate and 5.90x ROAS; its counts give 54.0%, 7.4% and 4.46x. Qute Insulation states a 40.28% booking rate; its counts give 34.5%. This report uses the counts.

Cost per lead

Median **\$35.55** (n = 8): $(\$35.09 + \$36.00) / 2$. Six of eight accounts paid between \$29.57 and \$37.00. Pooled across the five accounts that publish both spend and leads: $\$7,195.67 / 207 \text{ leads} = \$34.76$.

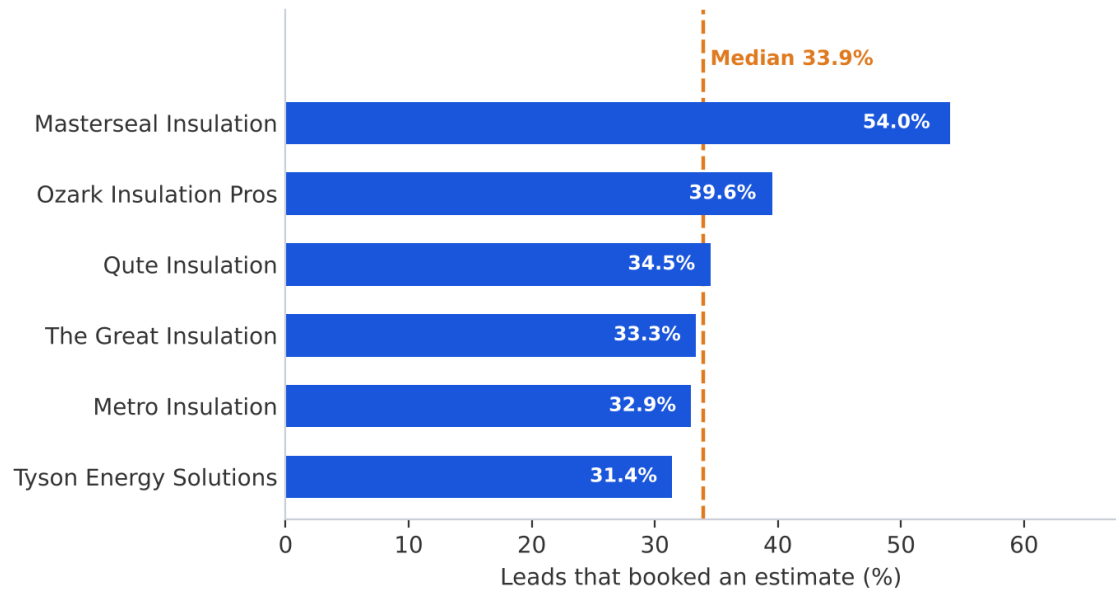


Account	How it is calculated	Cost per lead
The Great Insulation	published	\$21.18
Metro Insulation	published	\$29.57
ThermoSpray of Lexington	published (estimated in case study)	\$34.49
Midwest Insulation	published	\$35.09
Qute Insulation	published	\$36.00
Ozark Insulation Pros	published	\$36.06
Masterseal Insulation	published	\$37.00
Tyson Energy Solutions	published	\$52.49

Spray Insulation Pros publishes only "as low as \$12", a best case, and is left out. Including the 1 Clean Air insulation launch (\$51.84) gives a median of \$36.00 (n = 9).

Lead to booked estimate

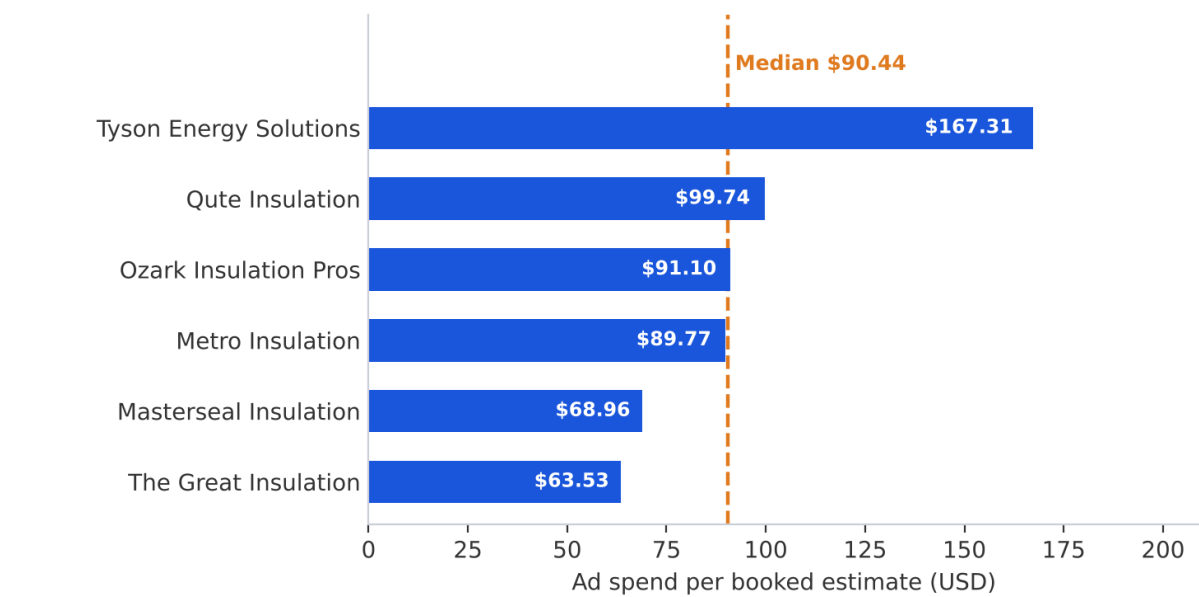
Median **33.9%** (n = 6): (33.33% + 34.52%) / 2. ThermoSpray (38 booked from "100+" leads) is left out because its lead count is not exact.



Account	How it is calculated	Booking rate
Tyson Energy Solutions	16 booked / 51 leads	31.4%
Metro Insulation	56 booked / 170 leads	32.9%
The Great Insulation	4 booked / 12 leads	33.3%
Qute Insulation	29 booked / 84 leads	34.5%
Ozark Insulation Pros	19 booked / 48 leads	39.6%
Masterseal Insulation	27 booked / 50 leads	54.0%

Cost per booked estimate

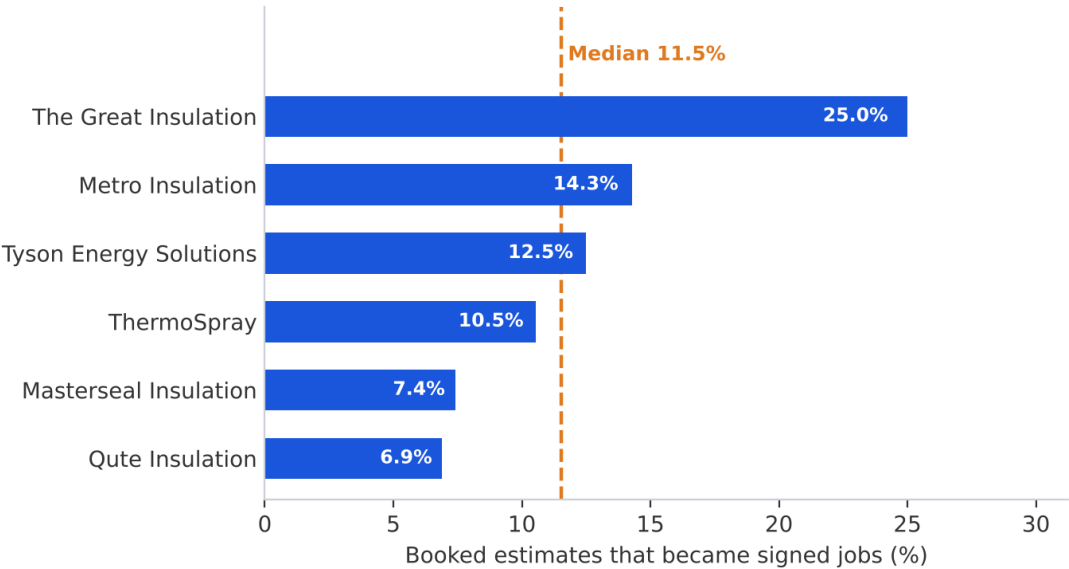
Median **\$90.44** (n = 6): $(\$89.77 + \$91.10) / 2$. 1 Clean Air insulation launch: $\$1,762.52 / 13 = \$135.58$ (calculated).



Account	How it is calculated	Cost per booked estimate
The Great Insulation	\$254.14 spend / 4 booked	\$63.53
Masterseal Insulation	\$1,862.00 spend / 27 booked	\$68.96
Metro Insulation	\$5,026.90 spend / 56 booked (spend = leads x CPL)	\$89.77
Ozark Insulation Pros	published	\$91.10
Qute Insulation	\$2,892.46 spend / 29 booked	\$99.74
Tyson Energy Solutions	\$2,676.99 spend / 16 booked (spend = leads x CPL)	\$167.31

Booked estimate to signed job

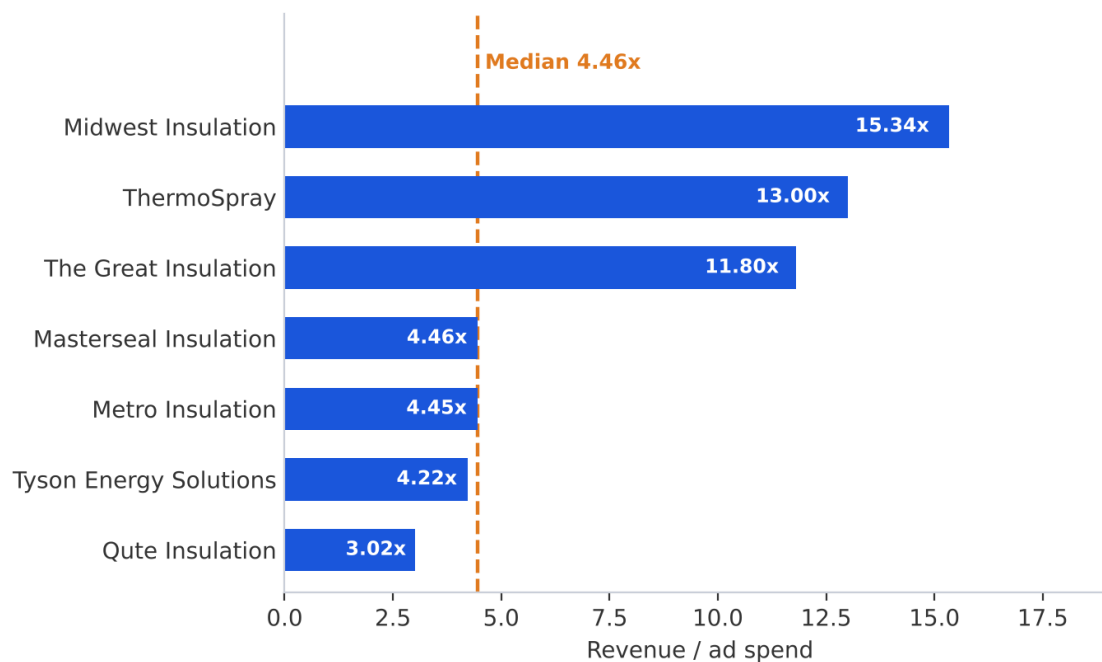
Close rate median **11.5%** (n = 6): (10.53% + 12.50%) / 2. Many estimates were still open when the case studies were written.



Account	How it is calculated	Close rate
Qute Insulation	2 closed / 29 booked	6.9%
Masterseal Insulation	2 closed / 27 booked	7.4%
ThermoSpray of Lexington	4 closed / 38 booked	10.5%
Tyson Energy Solutions	2 closed / 16 booked	12.5%
Metro Insulation	8 closed / 56 booked	14.3%
The Great Insulation	1 closed / 4 booked	25.0%

ROAS (revenue / ad spend)

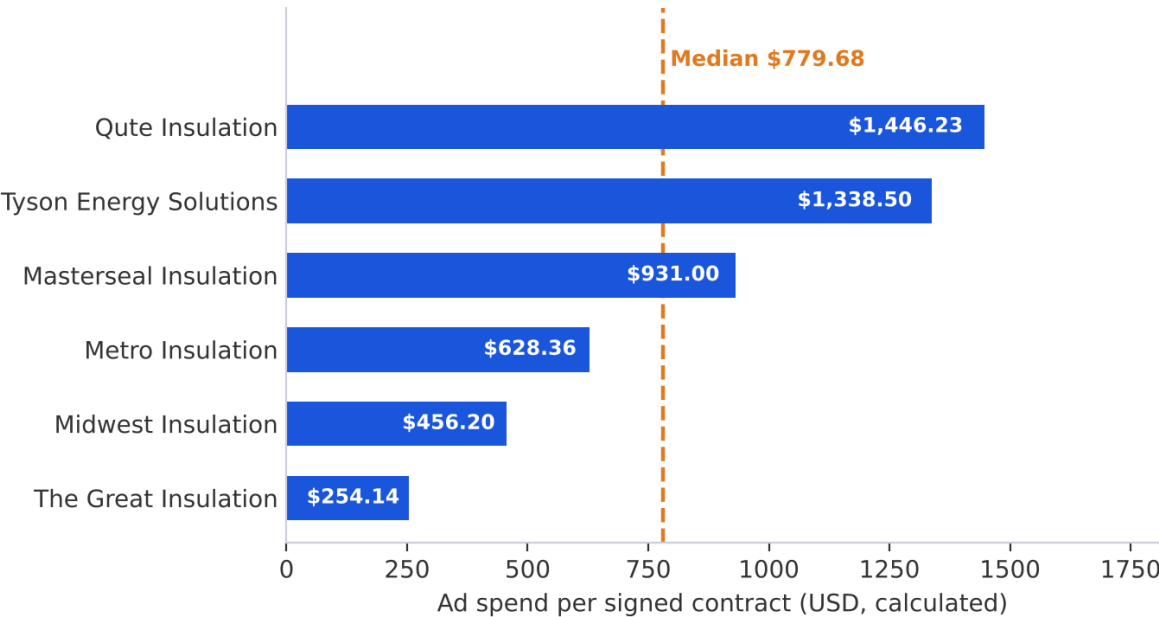
ROAS median **4.46x** (n = 7, the fourth value). Revenue is closed revenue, not pipeline.



Account	How it is calculated	ROAS
Qute Insulation	\$8,738.75 revenue / \$2,892.46 spend	3.02x
Tyson Energy Solutions	\$11,295.10 revenue / \$2,676.99 spend (spend = leads x CPL)	4.22x
Metro Insulation	\$22,350.00 revenue / \$5,026.90 spend (spend = leads x CPL)	4.45x
Masterseal Insulation	\$8,300.00 revenue / \$1,862.00 spend	4.46x
The Great Insulation	\$3,000.00 revenue / \$254.14 spend	11.80x
ThermoSpray of Lexington	published (spend not published)	13.00x
Midwest Insulation	\$7,000.00 revenue / \$456.20 spend	15.34x

Ad spend per signed contract (calculated)

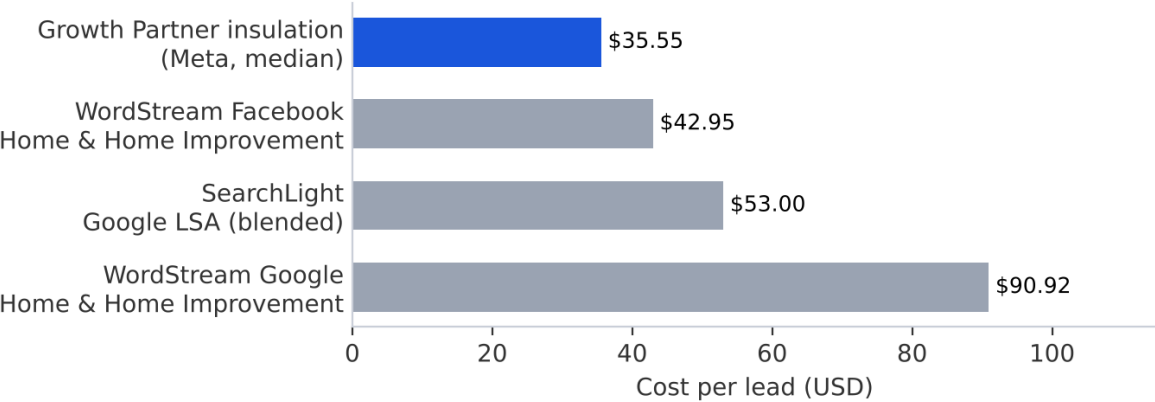
No case study publishes this directly. Ad spend divided by closed jobs, for the six accounts where both are available. Median **\$779.68**: (\$628.36 + \$931.00) / 2. Ad spend only: no management fees, software or sales time.



Account	How it is calculated	Per signed contract
The Great Insulation	\$254.14 spend / 1 closed	\$254.14
Midwest Insulation	\$456.20 spend / 1 closed	\$456.20
Metro Insulation	\$5,026.90 spend / 8 closed (spend = leads x CPL)	\$628.36
Masterseal Insulation	\$1,862.00 spend / 2 closed	\$931.00
Tyson Energy Solutions	\$2,676.99 spend / 2 closed (spend = leads x CPL)	\$1,338.50
Qute Insulation	\$2,892.46 spend / 2 closed	\$1,446.23

Revenue per closed job for the same six accounts: \$2,793.75 to \$7,000.00, median \$4,259.69.

Comparison with public benchmarks



Benchmark	Figure	What it measures
Growth Partner insulation, Meta	\$35.55 median CPL; \$90.44 per booked estimate; \$779.68 per signed contract (calc.)	8 insulation accounts, Facebook and Instagram
WordStream 2026, Facebook	\$42.95 median CPL	Home and Home Improvement lead campaigns, 452 US campaigns, Apr. 2025 to Jun. 2026
WordStream 2026, Google	\$90.92 median CPL	Home and Home Improvement, 13,474 US campaigns, Apr. 2025 to Mar. 2026
SearchLight Digital, LSA	\$53 blended CPL; 43.9% booked	Google Local Services Ads, 888 contractors, Feb. 2026
Blue Grid Media 2026	\$168 LSA; \$250 Thumbtack; \$542 Angi	Average cost per booked job (cited by Now Booked Marketing)

These sources do not measure the same thing. A "booked job" in the Blue Grid figures is a booking on that platform; our cost per signed contract counts only jobs the homeowner signed. Use the comparison as a rough guide.

Limits of this report

- **Small samples:** 6 to 8 accounts per metric. A starting point, not a rule for your market.
- **Meta only:** no Google Ads, LSA, SEO or referral data.
- **Different periods and markets:** two weeks to three months; no split by country or season.
- **Selection:** these are case studies an agency chose to publish. Accounts that did worse are not in the data.
- **Early results:** estimates still open at publication are not counted as closed, so close rates and revenue are likely understated.
- **1 Clean Air is separate:** its insulation launch is reported apart and its duct cleaning results are not used.

How to cite

Quote, chart or republish any figure with credit and a link:

Source: Growth Partner, Insulation Contractor Advertising Benchmarks 2026

<https://www.growthpartner.ca/insulation/advertising-benchmarks-2026>

Questions about the data: admin@growthpartner.ca

Sources

- Growth Partner case studies: <https://www.growthpartner.ca/case-studies>
- WordStream, Facebook Ads Benchmarks 2026:
<https://www.wordstream.com/blog/facebook-ads-benchmarks-2026>
- WordStream, Google Ads Benchmarks 2026:
<https://www.wordstream.com/blog/2026-google-ads-benchmarks>
- SearchLight Digital, Google Local Services Ads cost per lead (Mar. 2026):
<https://searchlightdigital.io/google-local-service-ads-cost-per-lead/>
- Now Booked Marketing, Home Service Lead Generation Benchmarks 2026, citing Blue Grid Media:
<https://www.nowbookedmarketing.com/blog/home-service-lead-generation-benchmarks-2026>

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