

SECTOR: HOME SERVICES / FLOORING | SPONSOR: MIDDLE-MARKET PE | CONDITION AT ENTRY: DISTRESSED ASSET |
 ENGAGEMENT: 24 MONTHS, ACTIVE

+36%

Revenue growth over 24 months of active engagement.

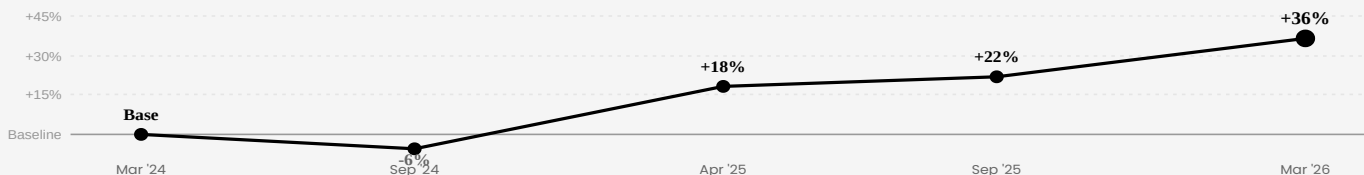
Gross written sales, March 2024 vs March 2026 (same-month YoY, 24 months of intervention). Flooring is a seasonal category; same-month YoY controls for seasonal variance. Methodology available on request.

THE SITUATION

A PE-backed flooring retailer entered Claymore's engagement with a proprietary ERP unable to scale, no attribution across marketing channels, stale creative, and no view of the customer journey. The asset was classified as distressed. Claymore was engaged to rebuild the commercial engine end to end.

CUMULATIVE REVENUE GROWTH VS MARCH 2024 BASELINE

Same-month YoY comparisons confirm the trajectory



Foundations get rebuilt before revenue compounds. The early months reflect core systems, team, and journey work going in. The lift that follows is the engine running.

DIAGNOSIS

- 01 No attribution, no view of the funnel**
Zero channel attribution, no tracking or dashboards, no visibility into the customer journey. The business was flying blind on every dollar of marketing spend.
- 02 Lopsided, low-intent media mix**
Over-weighted in traditional channels bought in-house, no retargeting strategy, limited digital presence, no channel optimization or A/B discipline.
- 03 Conversion leakage at every funnel stage**
Slow speed-to-lead, clunky landing page UX, offer misalignment across ad to LP to script, weak post-demo nurture, install scheduling delays causing cancellations.

INTERVENTION

- 01 Systems**
ERP integrated to the marketing stack. HubSpot deployed and optimized for automation, segmentation, and personalization across the customer lifecycle.
- 02 Data & BI**
Rebuilt the data layer from a near-blank slate. Built a single source of truth across marketing, sales, and operations, with full attribution coverage and BI dashboards so the business runs on daily decisions, not monthly hindsight.
- 03 Customer Journey**
Mapped the full journey end to end, rebuilt communications at each stage, implemented Birdeye for reputation, closed conversion gaps identified via funnel diagnosis.
- 04 Website & Creative**
Full creative refresh, competitive offer architecture, ongoing CRO and A/B testing discipline, tight ad-to-LP-to-script message matching.
- 05 Marketing Channels**
Diversified the mix into PPL, affiliates, and retargeting. Expansion into D2C, trade, and events. Every channel measured, optimized, and held to cost-per-install targets.

+36%

REVENUE, MAR '24 TO MAR '26, SAME-MONTH YOY

+29%

REVENUE, SEP '24 TO SEP '25, SAME-MONTH YOY

+8%

MARKETING SPEND OVER SAME 24 MONTHS

+26%

REVENUE PER MARKETING DOLLAR

DIAGNOSED AND DELIVERED USING THE CLAYMORE HOME SERVICE FUNNEL

01

Lead Capture

Prospects to demo bookings. Speed-to-lead, media mix, attribution.

02

Demo Held

Bookings to demos actually completed. No-shows, pre-demo comms, scheduling.

03

Closed Sale

Demos to signed contracts. Sales execution, financing, trust-building.

04

Install Completed

Signed to installed. Where margin protects or evaporates.