

CHICAGO HVAC & PLUMBING COMPANY

\$100K in ad spend.
\$1M+ in new revenue.

How MarketKing built a full-funnel revenue machine for a Chicago HVAC & Plumbing company

\$1M+
Revenue generated

10x
Return on ad spend

2x
Lower CPL

45%
Close rate

Overview

Client: Chicago HVAC & Plumbing Company (local contractor, Chicago metro area)

Services marketed: HVAC repair & replacement, furnace installation, AC service, plumbing, emergency calls

Ad spend: \$100K invested across Google, Meta, and Local Service Ads

OUTCOME

Turned \$100,000 in ad spend into \$1,048,717 in tracked revenue — a 10x return — through precision tracking, strategy rebuild, and full-funnel optimization.

The Problem

The company was spending on ads with no idea what was actually working — no call tracking, no UTM attribution, no CRM pipeline, no follow-up system.

No call tracking or attribution

No UTM tracking, no call recording, no way to connect an ad click to a booked job. Budget was going in — results were invisible.

Wasted ad spend

Campaigns running on broad targeting with no offer strategy. High CPL, low intent — budget consumed with no predictable return.

No CRM or follow-up

Leads came in but went cold fast. No CRM, no automated follow-up — every missed call was a lost job with no system to recover it.

Inconsistent lead flow

No unified strategy across Google and Meta. Leads were inconsistent, untracked, and impossible to scale — good weeks felt like luck.

Result: \$100K+ spent with no clear ROI, no pipeline, and no system to scale.

What We Did

MarketKing rebuilt the entire revenue engine from attribution to close

We rebuilt the system in 4 stages: Strategy rebuild → Precision tracking → Automation → Scaling. Each stage unlocked the next — no step was skipped.

- ✓ **Strategy Rebuild** — killed wasted spend, rebuilt targeting around high-intent HVAC & plumbing searches across Chicago
- ✓ **Precision Tracking** — UTM on every ad, call tracking on every number, CRM synced to every campaign — full visibility from click to booked job
- ✓ **Automation** — SMS + email follow-up triggered on every missed call and form submission — no lead goes cold
- ✓ **Scaling** — once unit economics were proven, systematically increased budget only where ROAS was confirmed

TRACKING

Precision tracking

UTM, call tracking, CRM — every lead source mapped from first click to booked job.

STRATEGY

Strategy rebuild

Full campaign audit, waste cut, targeting rebuilt around high-intent HVAC & plumbing queries.

RETENTION

Automation

SMS and email follow-up sequences converting leads that previously went cold.

PAID MEDIA

Multi-channel campaigns

Google Search, Meta, and LSA unified into one coordinated revenue pipeline.

OPTIMIZATION

Scaling

Budget scaled systematically — only after unit economics were proven per channel.

REPORTING

Continuous optimization

Weekly reporting, A/B tests on offers & bids — compounding gains week over week.

RESULT

What the numbers look like now

TOTAL REVENUE GENERATED

\$1M+

\$1,048,717 in tracked revenue

From \$100K in ad spend — every dollar tracked via full UTM + call + CRM attribution.

RETURN ON AD SPEND

10x

Return on Ad Spend

\$1,048,717 revenue from \$100K spend — tracked and verified across Google, Meta, and LSA.

COST PER LEAD

2x

Lower Cost Per Lead

Precision targeting + high-intent offers cut cost per lead in half vs. broad campaigns.

LEAD CLOSE RATE

45%

Lead-to-Job Close Rate

Automated follow-up + fast response system converted 45% of leads into booked jobs.

What We Built

The systems behind \$1M+ in tracked revenue

FULL ATTRIBUTION STACK

Full attribution stack

UTM on every ad, call tracking on every number, CRM synced to every campaign. First time the client could see which ad generated which booked job.

100% visibility

AUTOMATED FOLLOW-UP

Automated lead follow-up

SMS + email triggered on every missed call and form submission. The system follows up within minutes — 24/7, no manual effort.

45% close rate

SCALING FRAMEWORK

Scaling framework

Budget increased only where ROAS was confirmed. Weekly optimization cycles compounded gains without sacrificing efficiency.

10x ROAS

MULTI-CHANNEL SYSTEM

Multi-channel system

Google Search for high-intent calls, Meta for retargeting, LSA for verified local leads — all feeding one unified revenue pipeline.

\$1,048,717

What Changed

X FROM

- ✗ \$100K+ spent with no clear ROI or attribution
- ✗ High CPL, broad targeting, no offer strategy
- ✗ Leads going cold — no CRM, no follow-up
- ✗ Scattered Google + Meta campaigns, no unified strategy

✓ TO

- ✓ \$1,048,717 in fully tracked, attributed revenue
- ✓ 10x ROAS — \$10+ returned for every \$1 spent
- ✓ 45% close rate via automated SMS + email follow-up
- ✓ Unified system: Google Search + Meta + LSA

Wanna be our next success story?

- ✓ Book a Complimentary Growth Audit — we'll show you exactly where your marketing is leaking revenue
- ✓ Get a clear map of what's broken, what's missing, and how to fix it
- ✓ Walk away with a step-by-step growth plan — whether you work with us or not

Book a Complimentary Audit

\$1M+

in tracked revenue from \$100K spend

10x

return on ad spend