

HOT COLD AIR · CHICAGO HVAC

From missed calls to \$300,000+ in new revenue

How MarketKing built a full-funnel revenue machine for Hot Cold Air — Chicago's HVAC specialists

\$300K+

New revenue

900%

ROAS

\$200 → \$95

CPL drop

20+

Active campaigns

Overview

Client: Hot Cold Air — HVAC & Air Duct Cleaning, Northbrook, IL

Market: Chicago and surrounding suburbs (Northbrook, Wheeling, Glenview, Deerfield)

Services marketed: HVAC repair, furnace installation, AC replacement, duct cleaning, seasonal tune-ups, indoor air quality

Outcome: Transformed a reactive, seasonally inconsistent ad spend into a unified multi-channel revenue system — generating \$300,000+ in new revenue with 900% return on ad spend.

The Problem

After years in business, Hot Cold Air's biggest challenge wasn't getting leads — it was consistency. Seasonal swings, unpredictable results, reactive marketing.



Seasonal demand swings

Revenue spiked in summer and winter but collapsed in shoulder seasons — no system to maintain consistent lead flow year-round.



No reliable system

Missed calls, untracked leads, and no follow-up automation meant hot prospects went cold — and revenue walked out the door.



Reactive marketing only

Ads ran only when business slowed down. No proactive full-funnel strategy to build pipeline before demand dropped.



Unpredictable results

No end-to-end tracking from click to booked job. Impossible to know which channels and offers were actually driving revenue.

Result: Marketing spend was growing — but booked jobs and revenue remained unpredictable.

What We Did

MarketKing rebuilt Hot Cold Air's entire marketing engine from the ground up

We unified Facebook, Google, and Local Service Ads into one revenue system — tracking every call, converting every follow-up, and optimising every week to turn seasonal HVAC demand into year-round predictable growth.



TRACKING

Full-funnel attribution

UTM, CRM, call analytics — every booked job traced from first ad to closed job. Zero guesswork.



RETENTION

Automated follow-ups

SMS and email sequences on every missed call — converting leads that previously went cold.



PAID MEDIA

Multi-channel campaigns

Facebook, Google, Local Service Ads unified to dominate awareness from every touchpoint in Chicago.



CREATIVE

High-intent offers

Seasonal offers tested weekly — furnace tune-ups, AC service, duct cleaning matched to demand.



OPTIMIZATION

Weekly testing cycles

Creative, targeting, and bid optimisation — compounding performance gains week over week.



STRATEGY

Unified campaign system

One revenue system connecting awareness, retargeting, and conversion — no disconnected silos.

What the numbers look like now

Every dollar tracked. Every job attributed.



NEW REVENUE GENERATED

\$300K+

Revenue From Paid Channels

Tracked booked jobs from Facebook, Google & LSA over 12 months — predictable, scalable pipeline



RETURN ON AD SPEND

900%

Return on Ad Spend

\$1 in ads generated \$9+ in booked jobs across all active channels and service categories



COST PER LEAD

\$200 → \$95

Cost Per Lead Reduced

CPL dropped from \$200 to \$95 with high-intent seasonal offers and precise audience segmentation



CLICK-THROUGH RATE

4%

Average Click-Through Rate

Seasonal high-intent creatives hit 3.8–4.2% CTR vs. 0.28% industry average for HVAC ads

Creative Transformation

From generic ads to high-converting campaigns

Before MarketKing

Low efficiency



CTR 0.31%

CPL \$175



CTR 0.24%

CPL \$190



CTR 0.19%

CPL \$210

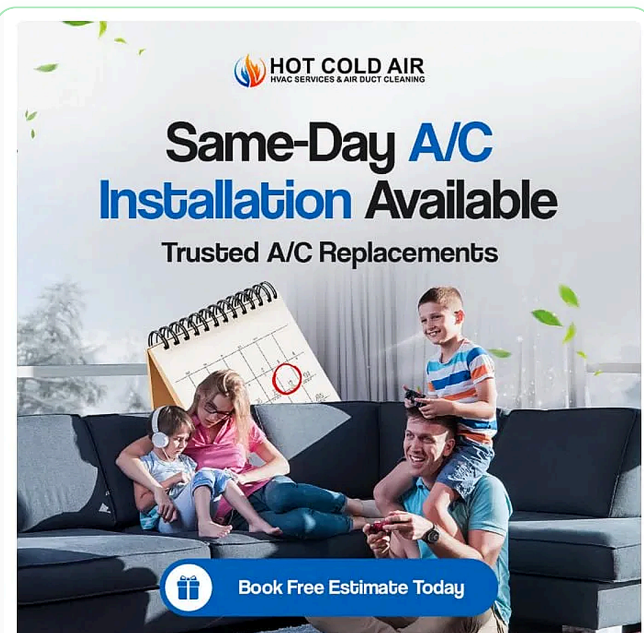
After MarketKing

High efficiency



CTR 3.8%

CPL \$89



CTR 4.0%

CPL \$95



CTR 4.1%

CPL \$98

What Changed

From:

- ✗ CPL \$175–\$210 with broad targeting, no strategy
- ✗ Missed calls with no follow-up system
- ✗ Seasonal dips with no predictable pipeline
- ✗ No visibility into ROI for any channel

To:

- ✓ CPL \$89–\$98 with high-intent creative that converts
- ✓ Automated SMS & email follow-up on every missed call
- ✓ Year-round predictable revenue pipeline
- ✓ Full UTM + CRM dashboard — every dollar tracked

Wanna be our next success story?

- Book a Free 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

[Contact Us →](#)

\$300K+

new revenue
generated for HCA

900%

return on
ad spend