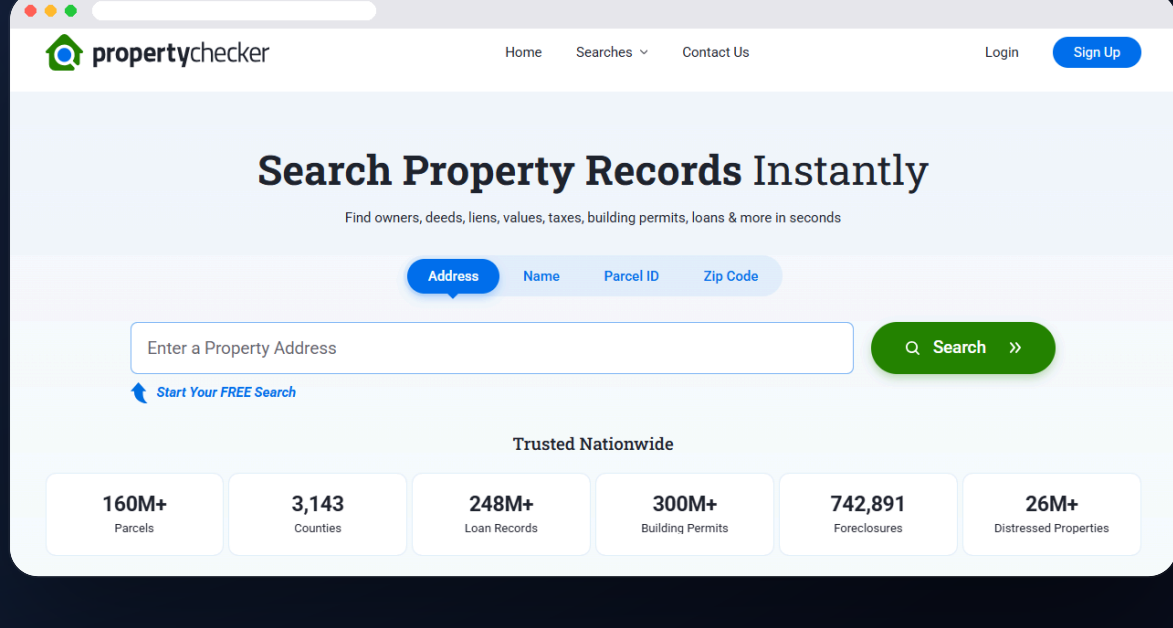


PROPERTYCHECKER · 500+ NEW CLIENTS

From Google-only to 500+ new clients on Meta Ads.

How MarketKing built PropertyChecker's first Meta Ads channel from scratch — and proved paid social could convert profitably.



500+
New clients acquired

\$32
Cost per purchase

\$384
Avg. customer LTV

12×
LTV : CAC ratio

Overview

Client: PropertyChecker — nationwide real estate data & property intelligence platform, USA

Service: Real estate data & property intelligence platform (subscription SaaS)

Channels: Meta Ads (Facebook & Instagram) — launched and managed by MarketKing from zero

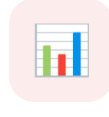
OUTCOME

Launched and validated Meta Ads as a second acquisition channel — 500+ new clients, \$32 cost per purchase, and a \$384 average LTV, proving paid social could scale profitably alongside Google-driven growth.

The Problem

Before MarketKing, PropertyChecker's growth ran almost entirely through Google.

Nearly all of that demand was branded search — paid social was completely untested.



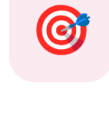
Overreliance on Branded Search

Google performed well, but most of that demand came from people already searching for PropertyChecker by name — not new, cold-traffic growth.



No Paid Social Presence

PropertyChecker had never run Meta Ads — no tracking, no creative, no account structure to build from.



Unproven Creative-to-Conversion Path

It was unclear whether a property-data offer could convert cold Meta traffic the way it converted branded search traffic.



One Channel, One Risk

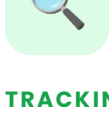
With growth tied to a single channel, PropertyChecker had no second acquisition engine to scale alongside Google.

Result: A single, brand-dependent acquisition channel with no tested path to profitable growth on paid social.

What We Did

MarketKing built PropertyChecker's Meta Ads channel from the ground up

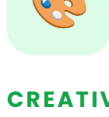
We didn't just run ads — we built the entire channel from zero: tracking foundation, audience testing, native creative production, and a full-funnel paid structure that proved Meta could convert profitably.



TRACKING

Pixel & CAPI Setup

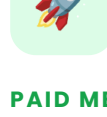
Meta Pixel and Conversions API implemented from scratch for accurate purchase tracking.



CREATIVE

Native Ad Production

A full library of Meta-native ad creative built from scratch — no prior assets existed.



PAID MEDIA

Full-Funnel Campaigns

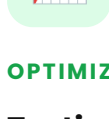
Prospecting and retargeting campaigns to move cold traffic toward paid conversion.



AUDIENCE

Research & Segmentation

Tested investors, agents, brokers and wholesalers, plus lookalikes from top converters.



OPTIMIZATION

Testing & Scaling

Ongoing creative and audience testing to push cost per purchase toward a sustainable range.

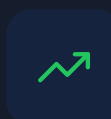


STRATEGY

New-Channel Diversification

Positioned Meta as a second, scalable engine alongside Google, Bing and organic.

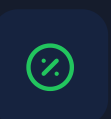
What the numbers look like now



500+

New Clients Acquired

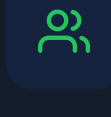
Delivered through Meta Ads from a standing start.



\$32

Avg. Cost Per Purchase

Blended cost across all Meta campaigns.



\$384

Avg. Customer LTV

Average lifetime value per acquired client.



12×

LTV : CAC Ratio

Customer value returned per dollar spent acquiring them.

Creative Transformation

Before and after — the same budget, completely different creative

Before MarketKing

Low efficiency



CTR: 0.72% CPL: \$68



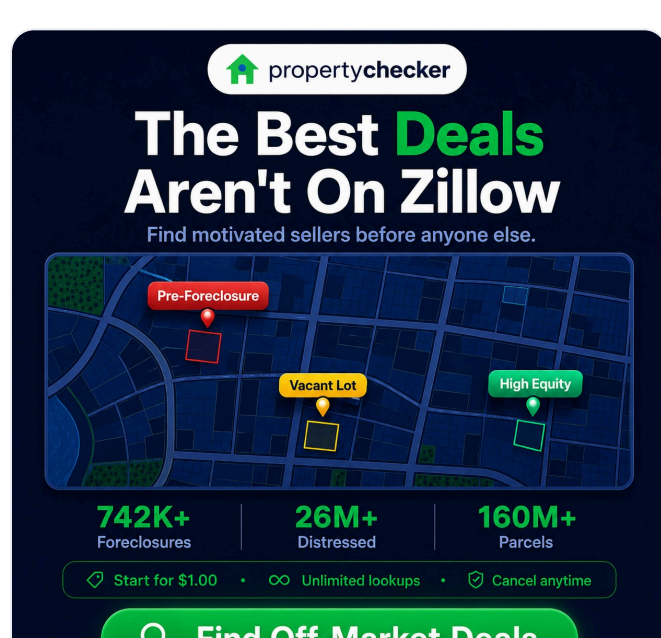
CTR: 0.85% CPL: \$59



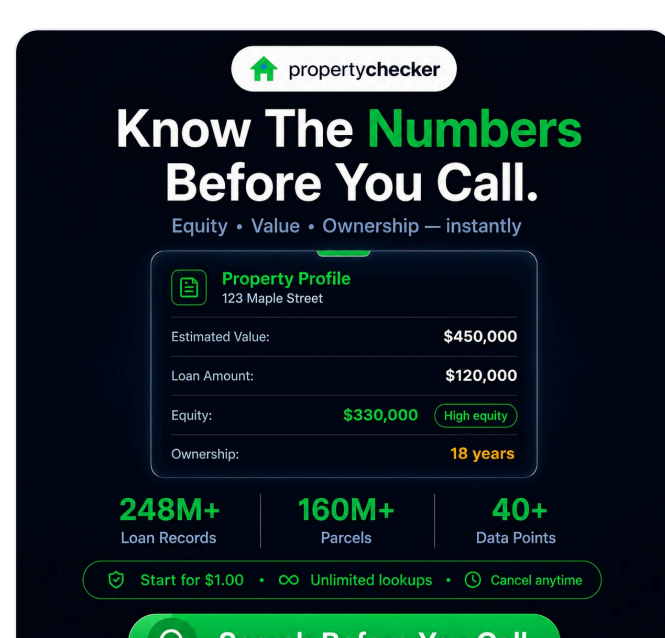
CTR: 0.79% CPL: \$64

After MarketKing

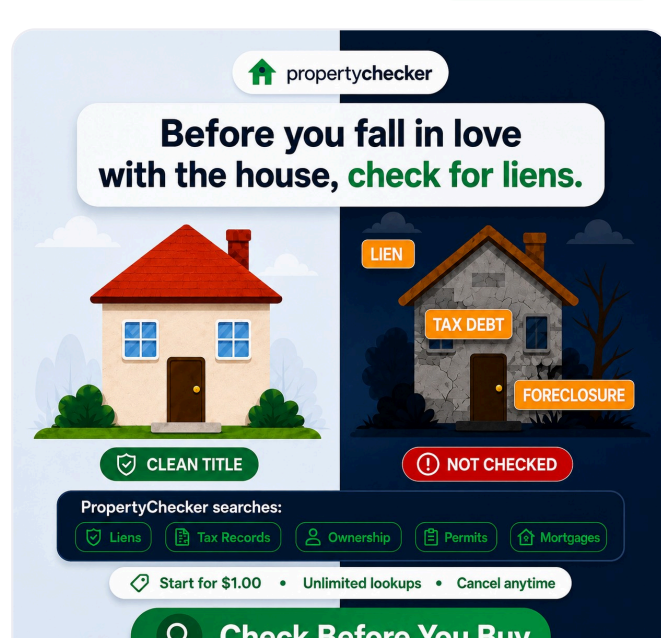
High efficiency



CTR: 2.14% CPL: \$27



CTR: 1.87% CPL: \$33



CTR: 2.42% CPL: \$36

What Changed

FROM

- ✗ Growth relied almost entirely on Google, dominated by branded search
- ✗ No Meta Ads account, tracking, or creative had ever existed
- ✗ Unproven whether paid social could convert for a property-data offer
- ✗ Single-channel dependency with no tested backup for scaling

TO

- ✓ Meta Ads live as a second, working acquisition channel
- ✓ Full tracking (Pixel + CAPI) and native creative library built from scratch
- ✓ 500+ new clients acquired through Meta, at a \$384 average LTV
- ✓ Proven ability to generate profitable growth beyond branded search

Wanna be our next success story?

- ✓ Book a Complimentary Growth Audit — we'll show you exactly where your marketing is leaving 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

500+
new clients acquired

\$32
cost per purchase

[Book a Complimentary Audit](#)