

Case study

Higher lead-to-job conversion than projected. ServiceTitan integration helped validate true ROI from booked jobs and Identified peak booking days to double-down with increased bids.

DISRUPTIVE

Primary Marketing Objective

- Increase ROI to 4x or better
- Reduce CPL and increase booked/sold jobs
- Scale spend while maintaining profitability

The Challenge

Precision Garage Door Service, a local home service provider in Las Vegas, Nevada, was spending approximately \$25,000/month on Google Ads. Despite this, results were underwhelming:

- ROI: 1.77x,
- Cost per Lead (CPL): \$358,
- 38% of total spend was going toward branded search terms.

The company used ServiceTitan for performance tracking but had no active conversion tracking in Google Ads before November 2024.

The Approach

We implemented several key solutions to improve performance. First, we rebuilt the ad group structure to focus on high-intent keywords. We also shifted the budget away from branded terms and redirected it toward service-specific searches. To enhance conversion rates, we introduced A/B testing on landing pages. Additionally, we launched full-funnel retargeting, incorporating fresh creative and audience segmentation. Finally, we established end-to-end tracking by integrating offline ServiceTitan data to capture and analyze conversion signals.

To ensure success, we made several key adjustments throughout the process. We refined our expectations around cost per lead (CPL) by benchmarking against local competitors. Rather than focusing solely on lead volume, we prioritized booked jobs to drive meaningful business growth. Additionally, we reassessed the budget on a weekly basis, allowing us to capitalize on high-performing days and maximize momentum.

The Yield

Within 90 days of launching our strategy, we saw significant improvements across key performance metrics.

- Return on Investment (ROI) increased from 1.77x to 3.83x, reflecting a 118% improvement in overall profitability.
- Revenue grew by 55% compared to the baseline, demonstrating strong business growth.
- Ad spend increased slightly by 7%, allowing for strategic scaling while maintaining efficiency.
- Leads saw an 18% increase over the baseline, indicating improved engagement and conversion rates.
- Cost per Lead (CPL) decreased by 9%, dropping from \$358 to approximately \$325, making acquisition more cost-effective.
- Booked jobs increased by 17%, showing a direct impact on business operations.
- Sold jobs also increased by 17%, confirming stronger lead quality and conversion rates.

These results highlight the effectiveness of our approach in driving both efficiency and revenue growth.

3.83x
Increase in ROI

55%
Boost in Revenue
over baseline

17%
Sold jobs increase

