

Case Study: Home Improvement



About Luxury Bath Pacific Coast

Luxury Bath Pacific Coast was in a unique position. They were already working with two agencies for lead generation but still felt they could do better. They put our team at L7 Advertising to the test with Google Ads and Facebook Ads management. Unlike their other agencies, we were able to finally able to move the needle and get the results they were hoping for. L7 Advertising garnered 15 Facebook leads and 10 form fills/phone calls from Google Ads in the saturated home improvement industry within the first week.

Goal

With their ability to complete 24-hour bathroom remodels, Luxury Bath Pacific Coast needed campaigns that would keep pace and generate a consistent flow of leads.

Results

To meet their goals, L7 Advertising launched Google Ads and Facebook Ads campaigns that sent traffic to a landing page and got their phones ringing. The landing page we created highlighted their quick and affordable services and unique antimicrobial product. With a compelling call to action, we drastically increased the number of ad clicks and form fills in just a short amount of time.

140%

Increase in Facebook Leads

95%

Decrease in Facebook Cost Per Lead

100%

Increase in Google Ads Leads

79%

Decrease in Google Ads Cost Per Lead

*Google Ads & Facebook metrics are based on monthly averages for a period of L7 Creative paid media management from (5/13/19 - 7/13/19) compared to monthly goals provided by the client.



L7 ADVERTISING

Your Business Growth²

760-575-7163 | grow@l7advertising.com