

Case Study: Home Improvement



About Luxury Bath San Diego

This San Diego-based bathroom remodeler needed to differentiate themselves from other remodelers in the market and generate more leads. Being a relatively new business, they would also need to build brand awareness to fill their books.

Goal

Our L7 Advertising team knew that either Google Ads or Facebook Ads would be the perfect platform for their goals. In order to grow their bathroom remodel clientele in an ultra-competitive industry, we needed to get their campaigns up and running quickly.

Results

L7 Advertising launched campaigns targeting San Diego residents interested in remodeling their bathrooms. We directed traffic to a landing page that detailed their unique selling points, images of completed projects, and customer testimonials. Within two weeks they had already sold and completed their first bathroom remodel attributed to Facebook Ads.

375%

Increase in Facebook
Form Fills

90%

Decrease in
Facebook CPC

397%

Increase in
Facebook Link Clicks

90%

Decrease in
Facebook Cost per Lead

*Metrics are based on a period of L7 Creative Facebook paid media management from (6/7/19 - 7/14/19) compared to a period of Google Ads Campaigns from (4/30/19 - 6/6/19)



L7 ADVERTISING

Your Business Growth²

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