

# Case Study: Home Improvement

## Bathroom Remodeler

### About

A Texas-based bathroom remodeler that specialized in 24 hour remodels needed help generating more leads in their local area.

### Goal

The L7 Advertising team identified that a combination of Google Ads, Facebook Ads, Bing and AdRoll would be the perfect mix of advertising platforms to achieve their goals. We got to work - designing a conversion-centric landing page, complete with a followup system that included an automated text and email to the lead. In addition, we implemented a local listing strategy to ensure their online presence was consistent across more than 50 leading sites.

### Results

We quickly surpassed their monthly targets for cost per lead and number of new leads. The combination of our paid advertising management and followup system created a seamless lead journey that made it effortless for our client to schedule appointments with leads and gain customers.

**400%**

Increase in Leads

**67%**

Decrease in Facebook Cost Per Lead

**40%**

Decrease in Google Cost Per Lead

\*Metrics are based on a period of L7 Creative paid media management from (9/30/19 - 10/29/19) compared to the monthly goals provided by the client.



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Your Business Growth<sup>2</sup>

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