

44% DROP IN CPL & 29% MORE LEADS IN JUST 5 MONTHS – META ADS WIN FOR PAINTING FRANCHISE



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IGNITEVISIBILITY.COM

Overview

Ignite Visibility partnered with a national painting franchise to revamp their Meta advertising. In just 5 months, our strategy drove major gains in lead volume and cost-efficiency through smarter targeting, better creative, and data-led budget shifts.

Challenge/Opportunity

Legacy campaigns were driving inconsistent results with high CPL and wasted spend. Audience targeting and creative lacked the personalization needed to engage local markets effectively.

Strategy & Tactics

- Rolled out owner-led creative to boost local trust
- Replaced legacy campaigns with Ignite's high-performing Meta blueprint
- Ran audience tests and shifted budget to top converters

Results

- **+29%** increase in leads
- **-44%** drop in CPL (from \$84.30 to \$66.32)
- Stronger performance across underperforming locations



Work With Ignite Visibility

Ignite's franchise-focused Meta strategy proved that smarter targeting and localized creative can dramatically cut costs and boost performance.

Want to scale your franchise with results like these? Let's connect.