

# How We Delivered **23% More Leads** with **16% Less Budget** for a Home Services Franchise

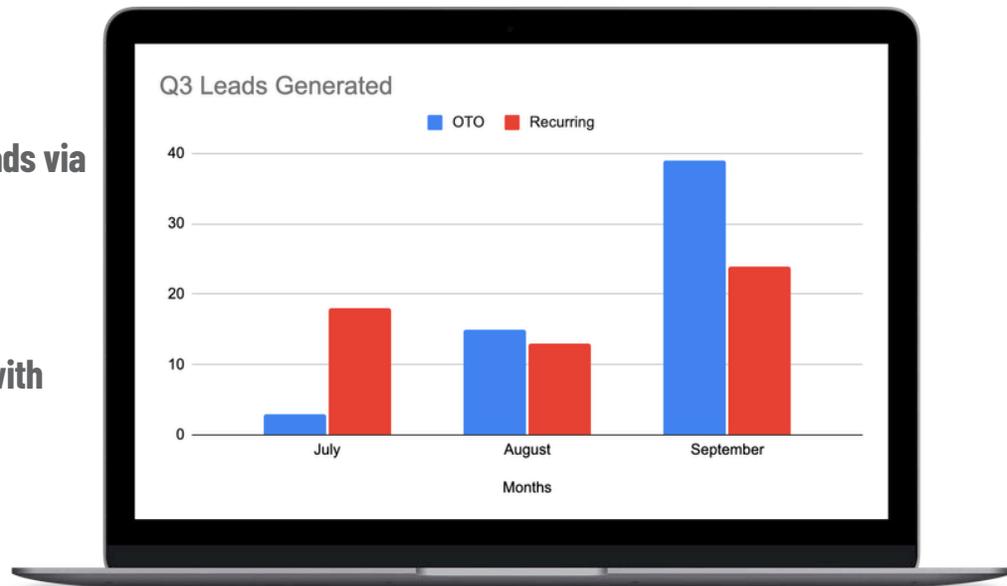
## EXECUTIVE SUMMARY

A multi-location home services franchise partnered with Ignite Visibility to grow its regular client list by driving awareness, geo-focused search visibility, and full-funnel lead acquisition. By analyzing the franchise brand, audience placement in the customer journey, and targeting high-value prospects with paid media, we implemented a multi-channel strategy including Paid Social, PMAx, non-brand search, remarketing, and brand search campaigns.

As a result, in Q3 2025, the franchise generated 58 recurring leads and 672 other leads from search campaigns, while Paid Social delivered **472 total leads (23% increase YoY)** despite a **16% lower budget**, alongside significant gains in CTR and CVR. This case demonstrates how a carefully sculpted full-funnel paid media strategy can drive measurable business growth.

The results speak for themselves:

- **58 recurring leads and 672 other leads via LSA, OTO, and ad calls**
- **CTR increased by 10% on search campaigns**
- **472 total leads, 23% increase YoY with 16% less budget**
- **Paid Social CTR +118%, CVR +23%**



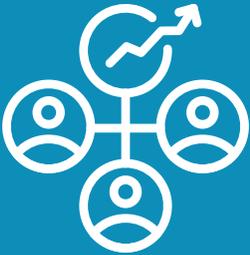
## CAMPAIGN STRATEGY & TACTICS

Ignite Visibility developed a full-funnel paid media strategy tailored to the franchise's audience and customer journey, combining brand awareness, lead generation, and retention tactics:

- **Paid Social:** Targeted lookalike audiences, homeowners, and users interested in cleaning services; creative included testimonial ads, awareness campaigns, and "25+ years in service" branding
- **PMAx (Performance Max):** Visual media campaigns targeting custom intent and in-market audiences to drive high-value leads efficiently
- **Non-Brand Search:** PMAx leveraged to drive non-brand traffic, offering more versatility than traditional search campaigns
- **Remarketing & Brand Search:** Targeted users familiar with the brand with tailored messaging and offers to encourage repeat engagement and conversions

## RESULTS & BUSINESS IMPACT

### SUMMARY



**206** recurring leads via chat forms



**+23%** more leads on Paid Social



**58** recurring leads + **672** other leads via search

## PLATFORMS, TOOLS & TECH STACK

### Platforms Used:

- Google Ads / PMAx
- Paid Social Platforms (Facebook, Instagram, LinkedIn as applicable)
- Ignite Visibility proprietary reporting dashboards
- Call tracking and attribution tools

## THIRD-PARTY & SUPPORTING TOOLS

- Paid media management and optimization platforms
- CRM and lead tracking tools
- Audience segmentation and targeting tools
- Creative asset testing tools

## RESULTS & BUSINESS IMPACT

- **23% more leads on Paid Social:** Increased client acquisition efficiency despite lower budget
- **58 recurring leads + 672 other leads via search:** Expanded franchise regular client list through targeted campaigns
- **CTR +118% and CVR +23% on Paid Social:** Improved engagement and lead conversion across channels
- **206 recurring leads via chat forms:** Captured high-value leads directly through interactive channels

## FINAL THOUGHTS

Ignite Visibility's full-funnel paid media expertise helped this multi-location home services franchise scale lead generation while improving efficiency. By aligning audience targeting, creative messaging, and platform strategy with the customer journey, we delivered measurable growth that directly supported franchise expansion goals.

Franchises looking to acquire more clients while optimizing ad spend can achieve scalable results with Ignite Visibility's paid media strategies.