

How We Increased Lead Volume by **82%** and Reduced CPL by **32%** for a Home Services Franchise

EXECUTIVE SUMMARY

A multi-location junk removal/ home services franchise partnered with Ignite Visibility **to increase inbound calls and online bookings** across both residential and commercial service areas. With a clear focus on peak-season demand, we implemented a full-funnel paid media strategy designed to build awareness, capture high-intent local searches, and convert ready-to-book customers.

By leveraging **Performance Max, Paid Social, geofocused search, and Local Services Ads**, the franchise achieved an **82% increase in lead volume and a 32% decrease in cost per lead in Q2 2025**. This campaign highlights how integrated paid media strategies can drive scalable growth and improved ROI for service-based franchises.

The results speak for themselves:

- **82% increase in lead volume across Google Ads and LSAs**
- **32% decrease in cost per lead (CPL)**
- **16% increase in site-wide online booking completions**
- **38% YoY increase in qualified leads from local pages**

CAMPAIGN STRATEGY & TACTICS

Ignite Visibility developed a PPC strategy focused on **full-funnel engagement**, combining high-reach awareness campaigns with high-intent local search to maximize bookings and calls during peak season.

- **Awareness & demand generation:** Utilized high-reach multimedia channels to build brand awareness before and during peak season.
- **Performance Max campaigns:** Leveraged PMAX to drive mid- and upper-funnel engagement across Google's visual and discovery networks.
- **Paid Social (Meta & Simpli.fi):** Delivered targeted multimedia ads to reach homeowners and commercial property decision-makers.
- **Ad copy localization:** Implemented geotargeting and dynamic location scripts within ad copy to improve relevance and CTR.
- **Lower-funnel conversion strategy:** Search campaigns prioritized high-intent users, while Local Services Ads secured prominent SERP placement for call-driven conversions.

RESULTS & BUSINESS IMPACT

SUMMARY



82%

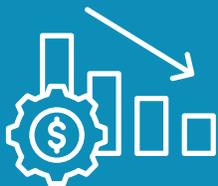
+82% YoY increase in total leads



+16% YoY increase in bookings completions



+38% YoY growth in qualified leads



32% reduction in CPL

PLATFORMS, TOOLS & TECH STACK

Platforms Used:

- Google Ads
- Google Performance Max
- Google Local Services Ads
- Meta Ads
- Simpli.fi
- Ignite Visibility proprietary PPC reporting dashboards

THIRD-PARTY & SUPPORTING TOOLS

- Call tracking and attribution platforms
- Conversion tracking and booking analytics tools
- Audience targeting and geo-fencing platforms
- Creative testing and optimization tools

RESULTS & BUSINESS IMPACT

- **82% increase in total leads:** Expanded inbound calls and online bookings during peak season..
- **32% reduction in CPL:** Improved efficiency and maximized ROI across paid channels.
- **16% increase in booking completions:** Converted increased traffic into measurable revenue actions.
- **38% YoY growth in qualified local leads:** Strengthened location-level performance across franchise markets.

FINAL THOUGHTS

Ignite Visibility's full-funnel PPC expertise helped this junk removal services franchise drive meaningful growth while improving cost efficiency. By combining high-reach awareness campaigns, geofocused search strategies, and lower-funnel conversion optimization, we delivered results that directly aligned with the franchise's business goals.

For service-based and franchise brands looking to increase calls, bookings, and ROI through paid media, Ignite Visibility provides scalable, data-driven PPC strategies that perform.