

How We Grew Leads by 72.7% & Reduced CPL by 8% Across 90+ Locations For a Home Services Franchise

EXECUTIVE SUMMARY

A **national home services franchise** partnered with Ignite Visibility to overhaul its paid media strategy, transforming underperforming local campaigns into a scalable, high-efficiency lead generation engine across dozens of locations.

THE CHALLENGE

- Fragmented paid media strategy across 90 locations with **inconsistent performance**
- **Budget dilution** from running too many campaigns and audiences at low spend levels
- **Limited ability** for Meta’s algorithm to properly learn and optimize
- High cost per lead and **low lead volume** across many markets
- **Lack of scalable framework** to replicate success across locations

CAMPAIGN STRATEGY & TACTICS

- Consolidated campaign structures to maximize Meta algorithm learning and performance
- Limited audience segmentation to focused, high-impact testing (broad vs. interest-based)

Top Performers By Lead Volume & CPL			
Account Name	Amount Spent	Leads	Cost Per Lead
North Atlanta Ad Account	\$91,018.73	1230	\$74.00
Hudson Valley	\$82,219.12	1121	\$73.34
North Indy	\$33,467.93	914	\$36.62
Pittsburgh	\$39,454.76	852	\$46.31
Castle Rock - Centennial	\$40,605.88	708	\$57.35
Greater Cincinnati	\$48,196.82	699	\$68.95
Omaha - Lincoln	\$44,539.53	666	\$66.88
Long Island North Shore	\$31,162.66	570	\$54.67
Raleigh	\$36,115.07	521	\$69.32
Louisville	\$24,154.73	513	\$47.09

- Reallocated budget dynamically toward top-performing audiences to improve efficiency
- Launched hyper-localized campaigns tailored to each franchise’s service area
- Implemented standardized website conversion campaigns across all locations
- Developed “owner-led” video creative to increase authenticity and engagement
- Scaled high-performing creative and targeting strategies across all markets
- Leveraged cross-location insights to accelerate optimization and performance gains

RESULTS & BUSINESS IMPACT

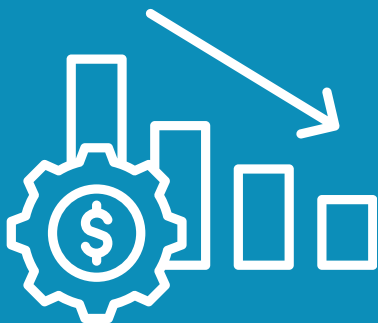
SUMMARY



+14,000% total leads
across all locations



+145% Increase in
Conversion Rate



-42% Decrease in cost
per lead (CPL)

PLATFORMS & TOOLS

- Meta Ads (Facebook & Instagram)
- Meta Ads Manager & conversion tracking
- Google Analytics
- Creative testing frameworks & UGC video production
- Franchise-level performance reporting systems

RESULTS & BUSINESS IMPACT

- **25,000+** leads generated across all locations
- **72.7%** increase in lead volume
- **8%** reduction in cost per lead
- **145%** increase in conversion rate
- **~3%** improvement in click-through rate
- **\$66** average CPL across the system
- Lead volume increased **72.7%** across **90 locations**
- Some markets achieved **CPLs as low as \$13-\$40** while scaling volume

FINAL THOUGHTS

By simplifying campaign structure and aligning strategy with how Meta's algorithm actually learns, Ignite Visibility helped this home services franchise unlock massive growth at scale, proving that even smaller budgets can drive outsized results when executed strategically.

Looking to scale lead generation across multiple locations without increasing inefficiency? Ignite Visibility can build a performance-driven framework that turns every market into a growth engine.