

33% CPL DROP IN JUST 14 DAYS: HOW META ADS REVIVED A NATIONAL HOME SERVICES FRANCHISE



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IGNITEVISIBILITY.COM

Overview

A national home services franchise partnered with Ignite Visibility to turn around underperforming Meta Ads. Within 90 days, Ignite delivered a major lift in lead volume and a sharp drop in cost per lead – even while launching in the brand’s weakest markets.

Challenge/Opportunity

Legacy Meta campaigns were costly and inconsistent, especially in struggling territories. Ignite’s mission: lower CPL while scaling lead volume, starting with the lowest-performing accounts.

Strategy & Tactics

- Deployed Ignite’s paid social framework built for multi-location scale
- Created geo-targeted, hyperlocal campaigns with localized creative
- Prioritized worst-performing markets to maximize early gains

Results

- **+52%** more leads (1,716 → 2,605)
- **-17%** lower average CPL



Work With Ignite Visibility

Ignite Visibility’s Meta Ads strategy proved scalable, effective, and fast-acting. By launching smart, localized campaigns, we drove better results in tougher markets – and we’re just getting started.

Ready to cut costs and grow leads across your locations? Let’s talk.