



ADVERTISING

# CASE STUDY

## HOW LANDSCAPING BUSINESS IN FLORIDA GOT 15X ROAS

### Results:

- Spent \$2917 over a 2-month period in 2022 which resulted in 100 qualified leads (\$29/each), resulting in a 15X return-on-ad spend for a local landscaper.
- We have duplicated these campaign results in other cities across the United States.

# Summary

Our team created ads campaigns on FB and IG that spent \$2917 over a 2-month period in 2022.

Those ads resulted in 100 qualified leads (\$29/each), resulting in a 15X return-on-ad spend for a local landscaper.

We have seen similar results for other companies our team works with all across the country.

## Goal

To successfully establish a reliable and consistent ads strategy that would generate quality call leads for people intested in landscaping services.

## Challenges

With our proprietary onboarding and audit process, we identified the unique ads approach, creative and messaging that fully represented the client and their company values. We also identified the appropriate promotions that helped encourage conversions.

# Take A Look at the Numbers:

Ad sets

Updated just now

Discard drafts

Search and filter

Campaigns

1 selected

Ad sets

1 selected

Ads for 1 Ad set

+ Create

Duplicate

Edit

A/B Test

Rules

Columns

<input checked="" type="checkbox"/>	Off / On	Ad Set	At sett	Cost per result	Results	Amount spent	Reach	Frequency
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	landscape interests	7..	\$29.17 <sup>[2]</sup> Per Lead	100 <sup>[2]</sup> Website Leads	\$2,916.93	50,907	1.37
		Results from 1 ad set ⓘ	7...	\$29.17 <sup>[2]</sup> Per Lead	100 <sup>[2]</sup> Website Leads	\$2,916.93 Total Spent	50,907 People	1.37 Per Person

# Want to learn more?

Set up a free strategy call here: [www.veeadvertising.com](http://www.veeadvertising.com)