

CASE STUDY: WYNWOOD RENOVATIONS

How Wynwood Renovations Scored \$400K in Projects from a \$1K Ad Spend Using Pro Marketer AI



COMPANY OVERVIEW

Wynwood Renovations is a full service building and contractor renovation company in Burlington. They specialize in full home interior renovations, kitchen remodels and bathroom remodels bringing expert craftsmanship and attention to detail to every project.

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BEFORE CONTRACTOR AI

Lilla and her team were no strangers to marketing, but their efforts weren't landing the right clients.

Here were the main issues:



Lead Quality:

They were getting tire kickers, clients outside their service area, and projects far below their scope



Brand Misalignment:

The campaigns didn't reflect Wynwood's high end, design focused brand



Wasted Ad Spend:

Previous agencies generated leads, but not the right kind and definitely not profitably

"The campaigns just felt cheap. They weren't a fit for how we wanted to represent our company."

THE CONTRACTOR AI SOLUTION

In January, we rolled out Pro Marketer AI, focused on three things:

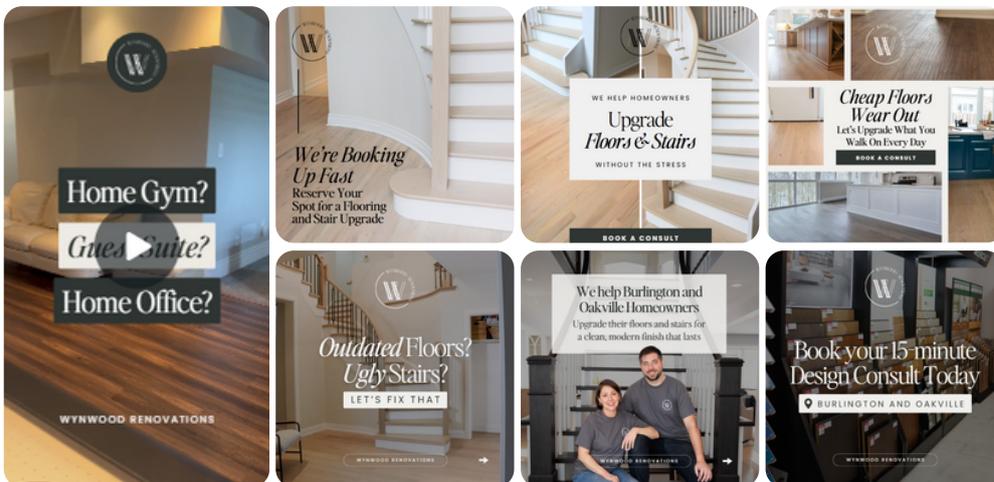
➤ Targeted Lead Generation:

We launched a bathroom focused campaign to drive fast, qualified leads with cashflow potential



➤ Brand Aligned Creative:

We customized all assets to reflect Wynwood's design first style and luxury positioning



➤ Tactical Coaching:

Lilla got weekly one on one sessions, strategic financial support, and guidance on scaling operations as leads rolled in



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THE RESULTS

➤ 1. \$400,000 in Booked Projects from a \$1K Ad Spend

"We paid \$9 a lead and landed projects that started as bathrooms but expanded into full main floor renos."

CAMPAIGN	COST	REVENUE	ROI %	CPC	CTR	SALES	CPS	LEADS	CPL	IMPRESSIONS	AVERAGE REVENUE
TOF: Bathroom: Campaign	CAD 973.53	CAD 443,000.00	45,504.50%	CAD 1.11	1.54%	7	CAD 139.08	98	CAD 9.93	57,114	CAD 63,285.71

➤ 2. Better Clients, Bigger Scopes

The new campaigns attracted homeowners aligned with their brand, and the projects grew in size fast

➤ 3. Total ROI Visibility

We helped Lilla connect her marketing to real business impact so she could double down confidently

"You guys don't just do the marketing. You help us make sure it's profitable."

➤ 4. Business Systems Audit and Strategic Coaching

Contractor AI didn't stop at ads. We reviewed systems, streamlined processes, and tackled uncomfortable but important topics like margins, overhead, and capacity planning

"You shine a light on stuff that's hard to look at but essential to fix if we want to scale."

WHY IT WORKED

Lilla executed fast

The company had a strong service and solid operations

She leaned into coaching, accepted the truth, and adjusted accordingly

"Even if we implement 50% of what you recommend, we're already turning the ship in a big way."



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WHAT'S NEXT FOR WYNWOOD

- **Scaling with intentional systems**
- Adding key hires and support structure
- Expanding profitable service lines like kitchens, additions, and design build packages

SEE WHAT LILA HAS TO SAY ABOUT US

"You're not just marketers, you're business advisors. You've helped us rethink everything, how we market, how we operate, and how we grow. Try it out, it's a game changer."



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