



# Lead Generation Case Study

## HOW A FLORIDA LANDSCAPING COMPANY GOT A 15X RETURN

### RESULTS:

- Spent \$2917 over a 2-month period 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.

# SUMMARY

Our team created ads campaigns that spent \$2917 over a 2-month period which resulted in 100 qualified leads (\$29/each), resulting in a 15X return-on-ad spend for a local landscaper. We have since duplicated the process in other locations across the country.

# GOAL

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

# ACCOMPLISHMENTS

Spent \$2917 over a 2-month period which resulted in 100 qualified leads (\$29/each), resulting in a 15X return-on-ad spend for a local landscaper. We also created and maintained these results in the months that followed.

# 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, plus identified the appropriate promotions that helped encourage conversions.

# LOOK AT THE NUMBERS HERE:

Campaigns							
1 selected		Ad sets		1 selected		Ads for	
+ Create	Duplicate	Edit	A/B Test			Rules	
<input checked="" type="checkbox"/>	Off / On	Ad Set	At sett	Cost per result	Results	Amount spent	Reach
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	landscape interests	7..	\$29.17 [2] Per Lead	100 [2] Website Leads	\$2,916.93	50,907
Results from 1 ad set ⓘ			7...	\$29.17 [2] Per Lead	100 [2] Website Leads	\$2,916.93 Total Spent	50,907 People

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