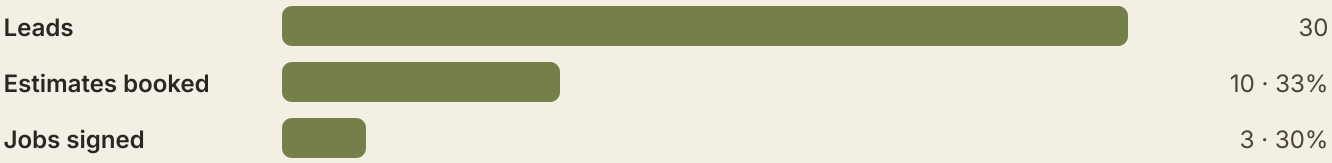
BATHROOM REMODELING · NEAR DOWNTOWN LA · META ADS

$60,000 in signed jobs from $1,750 in ad spend.

A bathroom remodeling company near Downtown LA wanted more booked estimates with homeowners ready to start a project. Including our fee and their ad spend, the campaign returned 16x their total investment.

30	10	3	16x
Leads in 30 days	Estimate appointments booked	Jobs signed, ~$20k each	Return on total investment

From click to signed



What we did

- Built the Meta campaign, offer, and lead capture
- Produced and tested the ad creative
- Managed and optimized the campaign day to day
- Tracked every inquiry through to estimates and signed jobs

The numbers

Period	**30 days**
Ad spend	**$1,750**
Leads	**30**
Cost per lead	**$58.33**
Estimates booked	**10**
Cost per booked estimate	**$175**
Jobs signed	**3**
Average job value	**~$20,000**
Revenue	**$60,000**
Return on total investment (fee + ad spend)	**16x**

Client name withheld for privacy. Results vary by business and market.