

## GENERATING BUSINESS LEADS

Home maintenance company that also does Lawn care. Lawn Care leads were generated from a previous campaign. We were tasked with retargeting those Leads to upsell them Home Improvement Services.

**GOAL:**  
**“TO GENERATE LEADS FOR THE BUSINESS”**

### TARGETING



LAWN CARE LEADS ONLY



DESKTOP, MOBILE AND TABLET

### OVERVIEW



1 MONTH CAMPAIGN

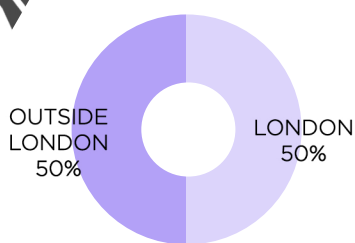


\$5000 SPEND

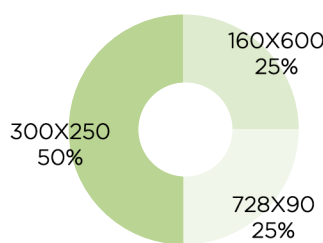


LEAD GENERATION

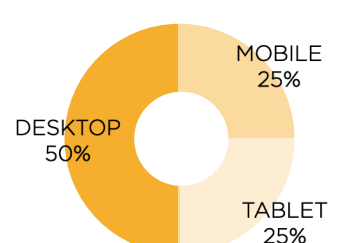
### WEIGHTING



LOCATION

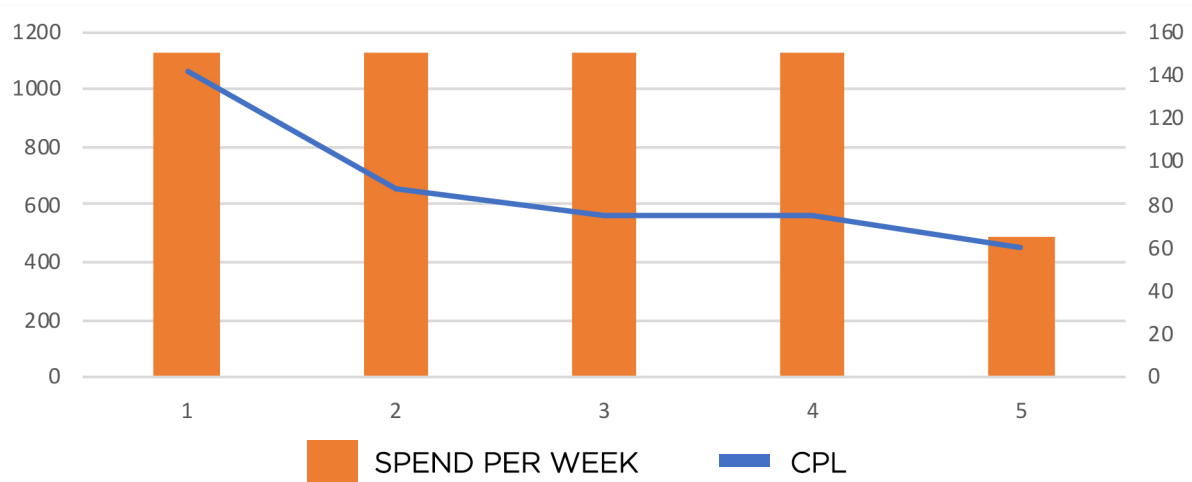


CREATIVE



DEVICE

### WEIGHTING



### RESULTS

**62**

TOTAL LEADS

**62**

TOTAL LEADS

**117%**

ROI

**\$210**

AV. REVENUE PER LEAD

**\$80.64**

COST PER LEAD