

Case Study



GRANITE
TRANSFORMATIONS®
For Kitchens & Baths



TREND®
transformations
For Kitchens & Baths

1. Client Snapshot

Business Name: Granite and Trend Transformations (RockSolid Granit)

Location: Miami, Florida with National Franchise Network

Industry: Home Improvement (Kitchen & Bath Surfaces)

Years in Business: 20+

Team Size: Corporate & 30+ Franchise Groups

2. The Challenge

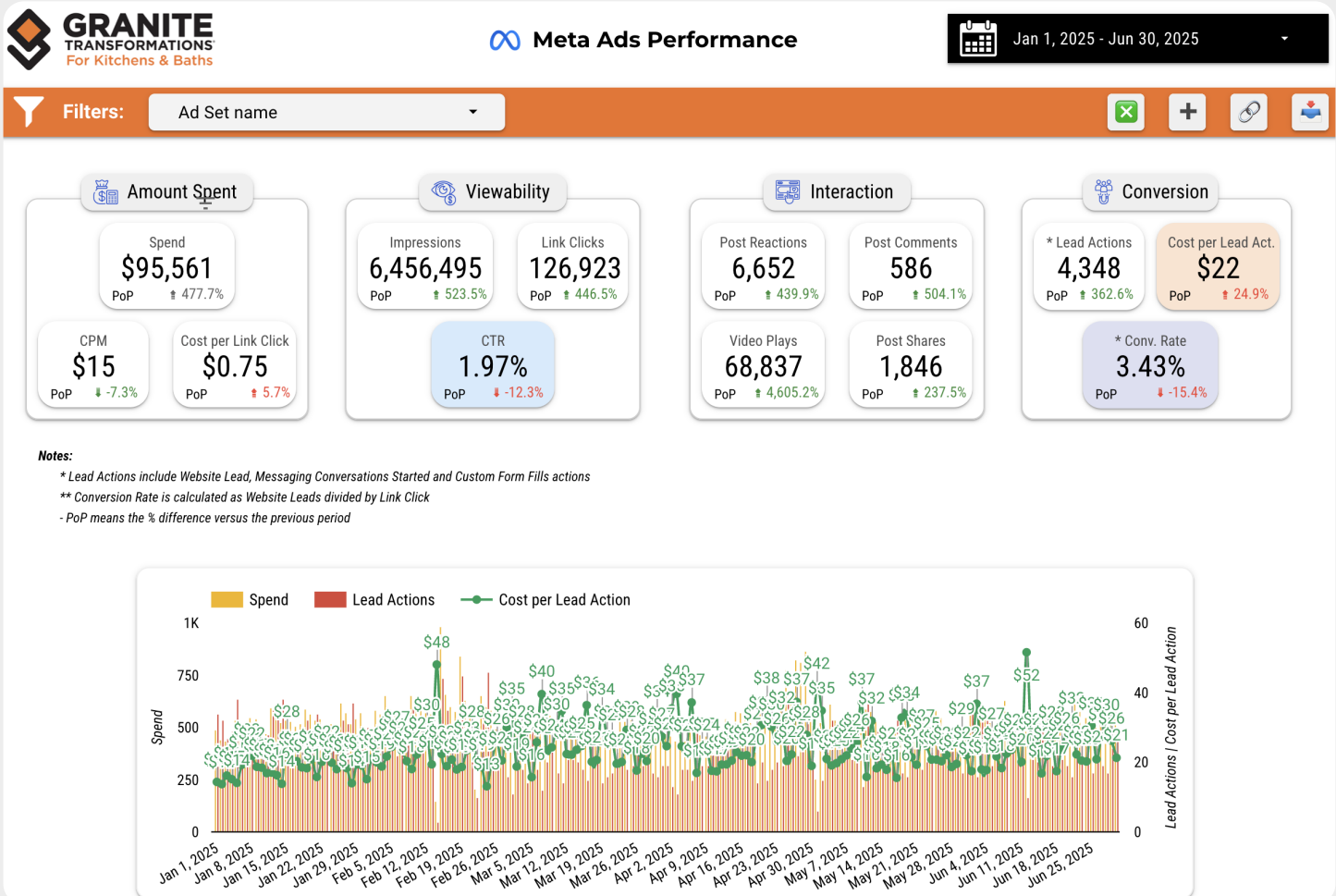
Before CyberFunnels, Granite and Trend Transformations was struggling with:

- ✘ Consistently generating a high volume of quality leads.
- ✘ Maintaining a sustainable cost per lead across their extensive franchise network.
- ✘ Optimizing existing digital campaigns for improved lead volume and quality.

3. The Solution

CyberFunnels delivered a full business growth system, including:

- ✓ **Integrated Marketing:** We designed and launched highly targeted digital campaigns, continuously optimizing ad creatives, headlines, and calls-to-action through A/B testing. We meticulously crafted and iterated on qualifying questions within lead forms to pre-qualify leads, ensuring only those with genuine intent were passed through to sales. This involved ongoing performance analysis and a collaborative feedback loop with both the corporate marketing team and individual franchise groups.



4. The Results

Within six months, Granite and Trend Transformations saw:



Generated 4,000¹ high-quality leads, providing a significant boost to their sales pipeline.



Maintained a cost per lead less than half of the initial campaign target, demonstrating unparalleled efficiency and delivering substantial ROI.



Improved Lead Quality through ongoing changes to creative, qualifying questions, and a strong collaborative feedback loop with corporate and franchise teams, leading to higher conversion rates for

5. Client Takeaway

Granite and Trend Transformations went from inconsistent lead generation to a robust, cost-efficient, and high-quality lead pipeline—thanks to the strategic, data-driven, and collaborative approach delivered by CyberFunnels' integrated marketing efforts.

Ready to write your own success story?

Book a 15-minute consultation with a CyberFunnels strategist and discover what's possible for your business.

| Book a free consultation:

