

# Case Study



Pacific West  
Roofing LLC  
since 1980

# 1. Client Snapshot

**Business Name:** Pacific West Roofing

**Location:** Western United States (Portland, OR)

**Industry:** Residential & Commercial Roofing

**Services:** Roof Replacement, Re-roofing, Residential & Commercial Roofing Services

**Marketing Channels:** Google Ads, Local Services Ads (LSA), SEO, Website Funnel

Pacific West Roofing partnered with CyberFunnels to scale lead volume, improve cost efficiency, and create clear attribution between marketing spend and closed revenue across both paid media and organic channels.

## 2. The Challenge

Before implementing a fully integrated marketing system, Pacific West Roofing faced common growth constraints:

- ✘ Inconsistent lead flow across months
- ✘ Limited visibility into cost per appointment and cost per deal
- ✘ Need to balance paid media performance with long-term organic growth
- ✘ Seasonal fluctuations impacting efficiency
- ✘ Difficulty understanding which channels produced the highest-quality revenue

The objective was to deploy a system that could **drive immediate booked appointments**, **maintain strong ROI**, and **build long-term organic equity**.

## 3. The Solution

CyberFunnels implemented a multi-channel growth system combining paid media, website funnel optimization, and SEO:

### Paid Media Strategy



- ✓ Deployed Google Search campaigns targeting high-intent roofing keywords
- ✓ Supplemented with Google Local Services Ads (LSA) to capture bottom-of-funnel demand
- ✓ Optimized budget allocation monthly to maximize efficiency

### Tracking & Attribution



- ✓ Full conversion tracking across leads, appointments, and closed deals
- ✓ Clear cost-per-conversion, cost-per-appointment, and cost-per-deal reporting

### SEO & Website Funnel



- ✓ Continued SEO and on-site funnel optimizations to capture organic demand
- ✓ Focused on improving appointment rates and close rates from inbound traffic

This approach ensured Pacific West Roofing could generate **immediate revenue from paid media** while compounding results through organic traffic.

## 4. The Results



### Paid Media Performance (September–November 2025)

Over a 3-month period, paid campaigns delivered strong, profitable results:

**Total Spend:** \$14,636

**Total Conversions:** 118

**Total Appointments:** 55

**Total Deals Closed:** 18

#### Efficiency Metrics:

**Avg Cost per Conversion:** \$124

**Avg Cost per Appointment:** \$266

**Avg Cost per Deal:** \$813



### Revenue & ROI

**Total Revenue Generated (Paid Media):** \$124,131.20

**Overall ROAS:** 8.48×

**Overall ROI:** 748%

#### Monthly highlights:

**September:** 5.83× ROAS (\$38,702.75 revenue)

**October:** 17.51× ROAS (\$67,243.42 revenue – peak efficiency)

**November:** 4.37× ROAS (\$18,185.03 revenue)

Despite seasonal softening in November, paid media remained highly profitable across the quarter.



## Organic (SEO + Website Funnel) Performance

Organic traffic proved to be a high-quality revenue driver:

**Total Website Leads:** 12

**Appointments Set:** 10

**Lead-to-Appointment Rate:** 83.3%

**Approved Jobs:** 4

**Lead-to-Deal Close Rate:** 33.3%

**Revenue Generated (Organic):** \$43,625.54

**Ad Spend:** \$0

These organic leads entered the pipeline with **Higher purchase intent**, reinforcing the long-term value of SEO and funnel optimization.



## SEO Visibility & Local Rankings

✓ Strong upward trends in **Top 5 and Top 10 keyword rankings** throughout the year

✓ Local rankings achieved:

**Roofing Contractor:** #2

**Commercial Roofing:** #1

**Residential Roofing:** #2

**Roof Replacement:** #2

**Roofing Services:** #2

Google Business Profile interactions (calls and website clicks) increased steadily through the period, supporting both paid and organic lead flow

## 5. Client Takeaway

By implementing an integrated marketing system with CyberFunnels, Pacific West Roofing achieved:

- ✔ Predictable, scalable lead volume
- ✔ Clear attribution from spend to revenue
- ✔ Strong paid media profitability (8.48× ROAS)
- ✔ High-intent organic leads with exceptional close rates
- ✔ Resilience against seasonal demand shifts

This combination of **paid acquisition + organic compounding growth** positioned Pacific West Roofing for sustained, profitable expansion.

## Ready to write your own success story?

**Book a free consultation** with a CyberFunnels strategist:

Book a free consultation:

