CASE STUDY · FULL-FUNNEL HOME SERVICES LEAD GENERATION

600% ROAS on $100K a Month for an Austin Plumbing & HVAC Company

How a reverse-engineered, full-funnel system across Google Search, Local Services Ads and Meta turned every dollar of ad spend into six dollars of revenue.

Radiant Plumbing & Air Conditioning · Austin, TX · Managed at 1SEO Digital Agency

Local Services Ads | Google Search | Meta Prospecting | Meta Retargeting | Landing Pages | CRM Follow-Up

600%
RETURN ON AD SPEND

~$100K
MONTHLY AD SPEND

3
SEARCH INTENT TIERS

2-Stage
META FUNNEL

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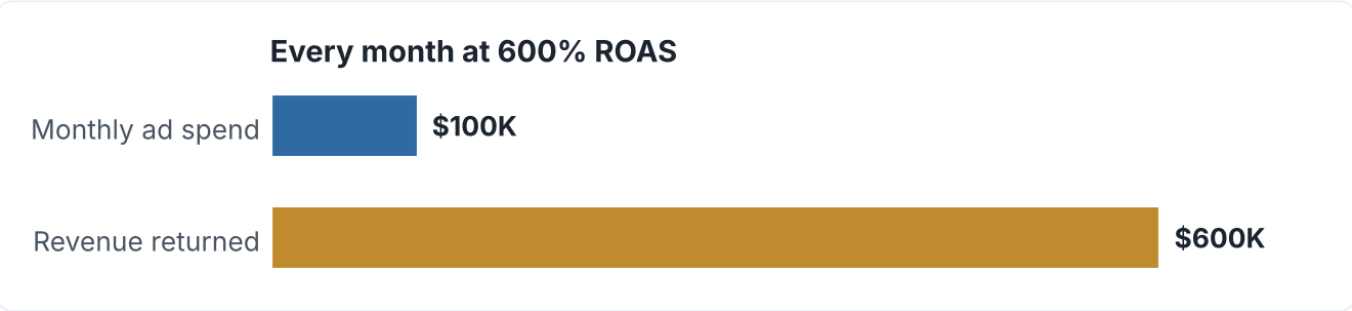
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01 · OVERVIEW

Client and Results at a Glance

Radiant Plumbing & Air Conditioning is a multi-service home services company in Austin, Texas. The goal was steady, profitable lead volume across emergency, repair and installation work, at a return the business could scale.

600%	~$100K	$6
ROAS	MONTHLY SPEND	REVENUE PER $1 OF ADS



At 600% ROAS, each month of spend returned about six times its cost.

The Challenge

- **High-cost market:** plumbing and HVAC clicks in a major metro are some of the most expensive in local search.
- **Mixed intent:** an emergency leak, a repair and a new install need different messages, offers and pages.
- **Leads only matter if they close:** paid leads that don't get a fast callback are wasted spend.

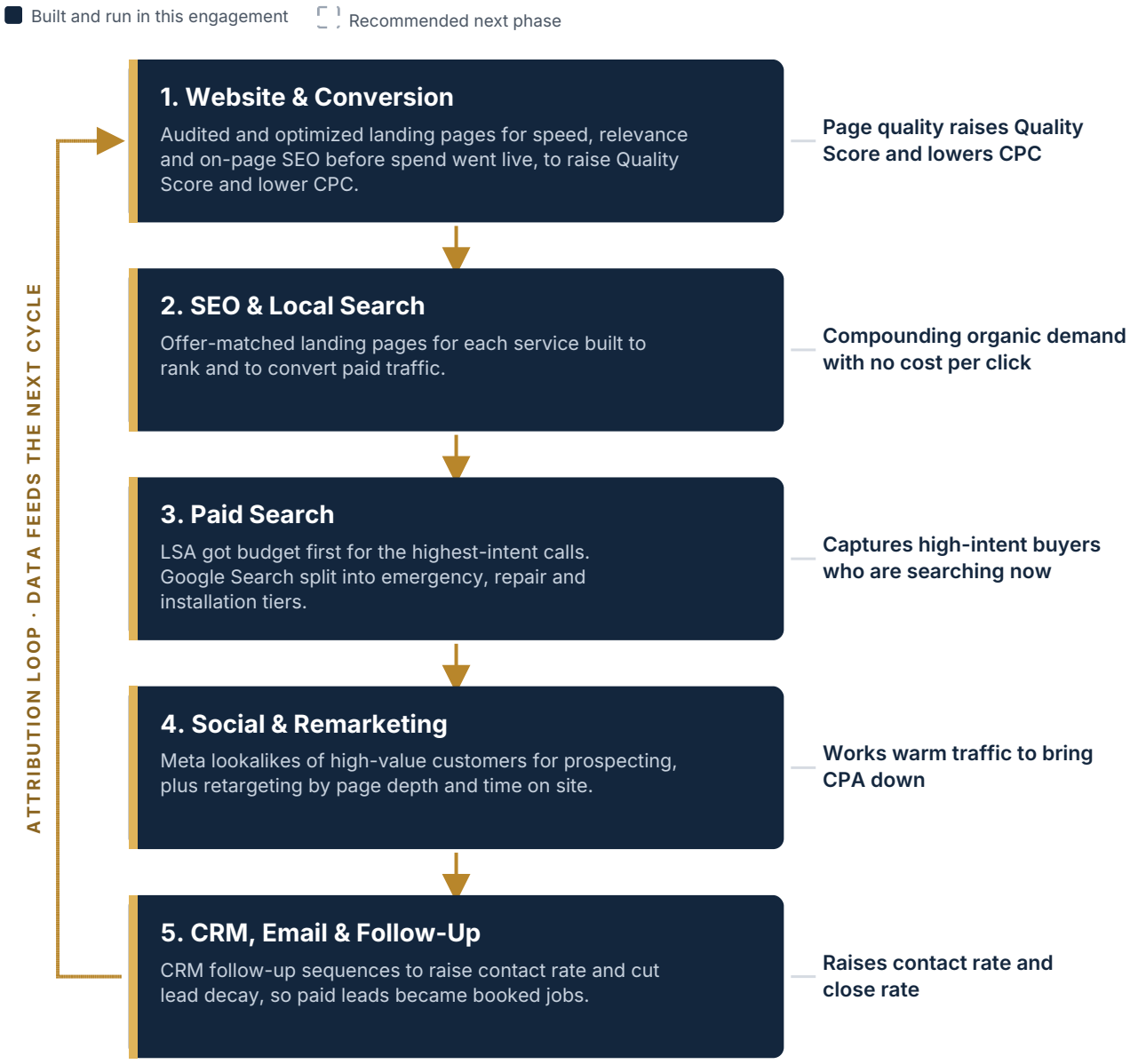
Account dashboards belong to the client and are available to walk through in an interview.

> **The approach:** start with the revenue target, work back to the lead volume and CPL needed to hit it, then build every channel to serve that number.

MY SYSTEM

One Funnel, Not Five Channels

No single channel produced 600%. Each layer was built to make the next one cheaper, from landing page quality that lowered CPC to follow-up that turned leads into booked jobs.



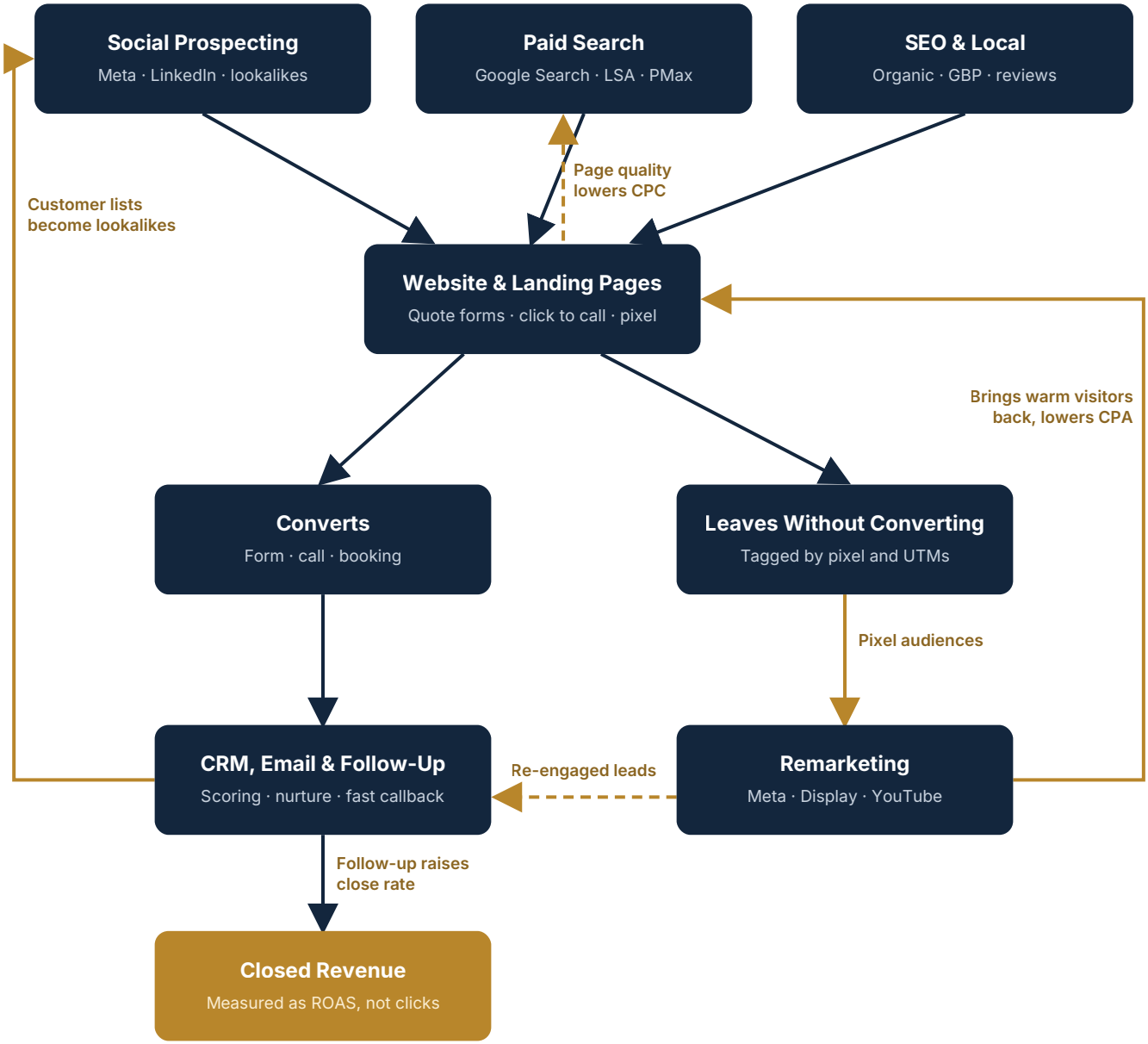
Every layer makes the next one cheaper. Results are read on revenue, not platform clicks.

THE WORKFLOW

How It All Connects

Traffic from every source lands on one website. Buyers who convert go into the CRM for fast follow-up. Visitors who leave are tagged and brought back through remarketing. Closed customers become lookalike audiences that find the next buyer.

Built and run in this engagement Recommended next phase



- **Every layer was live:** LSA and Google Search captured buyers searching now, Meta lookalikes found new ones, retargeting brought back site visitors who left, and CRM follow-up worked every lead.
- **Result:** 600% ROAS on about $100K a month in managed spend.

02 · CAMPAIGN ARCHITECTURE

Every Campaign Has One Job

Campaigns were split by intent so they never competed with each other. Each stage had its own audience, message and offer.

TOP OF FUNNEL · FIND

Meta Prospecting

Lookalike audiences modeled on existing high-value customers to reach homeowners who fit the profile but haven't searched yet.

Goal

Cost-efficient reach and qualified traffic into the funnel.

MIDDLE OF FUNNEL · WARM

Meta Retargeting

Pixel-based custom audiences segmented by page depth and time on site, served social proof and offer-specific creative.

Goal

Convert warm traffic at a fraction of the cost of cold traffic.

BOTTOM OF FUNNEL · CAPTURE

Local Services Ads

Google Guaranteed listings for buyers actively searching. Highest close rate, so budget went here first.

Google Search

Three tiers: emergency, repair and maintenance, installation. Dedicated ad groups, copy and offer-matched landing pages per tier.

Creative Testing Framework

STEP 1
Competitive audit
Meta Ad Library and Google Ads Transparency Center: competitor hooks, offers, formats, CTAs.

STEP 2
Isolate one variable
Test hook, visual format or offer one at a time so the data is clean.

STEP 3
Read four metrics
Hook rate, CTR, CVR and CPA at the ad level, reviewed weekly.

STEP 4
Cut and iterate
Cut underperformers at a set threshold. Build new variations on winners.

STEP 5
Brief with data
Creative briefs come from results, not opinions. Each cycle starts smarter.

Metric	What it tells me
Hook rate	Is the creative stopping the scroll?
CTR	Is the message resonating?
CVR	Are the offer and landing page converting?
CPA	Is the whole system efficient?

MY PROCESS

How the Work Was Done

I start with the revenue target and reverse engineer the system needed to hit it. Strategy comes before spend.

1. **Ask three questions first**
   Who is the customer? Where are they in the buying journey? What does it take to move them to the next step? The answers set channels, budget, creative and offer.

2. **Reverse engineer the revenue target**
   Worked back from revenue to the lead volume, **CPL threshold** and channel mix needed to hit it.

3. **Fix the landing pages before spending**
   Optimized page speed, relevance and on-page SEO, because Quality Score sets CPC. Better pages meant more conversions on the same budget.

4. **Capture the highest intent first**
   LSA and tiered Google Search caught buyers searching for emergency, repair and installation work.

5. **Prospect and remarket on Meta**
   Lookalikes found new homeowners. Retargeting by page depth and time on site brought warm visitors back and kept CPA down.

6. **Close the loop in the CRM**
   Follow-up sequences raised contact rate and reduced lead decay, because a lead that isn't called back is wasted spend.

7. **Test, cut and scale**
   Diagnosed before optimizing, tested one variable at a time and scaled only what the data proved.

> **Every engagement:** three questions first (who is the customer, where are they in the buying journey, what moves them to the next step), a competitive audit before launch, diagnose before optimizing, and test one variable at a time.

Not one channel doing its job. Every channel making the others more efficient.