CLIENT SUCCESS STORY

PROCONTRACTORS ADDS 287 ENQUIRIES FOR ITS MIAMI RENOVATION BUSINESS

A high-end renovation firm builds a paid enquiry channel alongside referrals and repeat clients.

287

META FORM LEADS

~$10.5K

TOTAL AD SPEND

~$37

AVERAGE COST PER LEAD

THE GOAL

Procontractors works on kitchens, bathrooms, whole-home renovations and additions in Miami. Paola wanted to reach more homeowners suited to the firm’s quality of work.

Referrals and repeat clients were already part of the business. Advertising would add a direct way to introduce the team to new prospective clients.

THE CAMPAIGN

MYA developed Meta advertising in an account the firm owns, with creative built around its renovation work. Lead tracking gave the team a way to follow the enquiries after they arrived.

Monthly reviews and Paola’s feedback on the conversations helped connect campaign decisions to the projects the business wanted.

THE RESULTS

Paola reported being happy with the conversations. She also identified budget fit as an important part of qualifying prospects, giving the team specific feedback to use in its campaign reviews.

“Regarding the leads, we're very happy overall—we've been having great conversations. The ones we've disqualified have mostly been due to budget misalignment or users submitting the form out of curiosity”

Paola Dos Santos

Results	Cost per result	Budget	Amount spent	Impressions	Reach	Ends
148 Leads (Form)	$38.76 Per Lead (Form)	$50.00 Daily	$5,736.82	94,512	37,695	Ongoing
102 Leads (Form)	$33.64 Per Lead (Form)	$50.00 Daily	$3,431.66	53,830	24,006	Ongoing
37 Leads (Form)	$36.00 Per Lead (Form)	$50.00 Daily	$1,332.16	17,923	7,679	Ongoing

Procontractors