CLIENT SUCCESS STORY

SALTAIR ADDS 174 NEW ENQUIRIES ALONGSIDE ITS REFERRAL BUSINESS

Targeted campaigns bring Saltair’s Los Angeles renovations and ADUs to homeowners planning their next project.

174

META FORM LEADS

~$8.5K

TOTAL AD SPEND

~$49

AVERAGE COST PER LEAD

THE GOAL

Roei brought years of building experience to Saltair. The Los Angeles firm wanted to reach more homeowners looking for high-quality kitchens, bathrooms, additions and ADUs.

The opportunity was to build on its existing reputation with advertising that showed the kind of work the team wanted more of.

THE CAMPAIGN

MYA developed separate campaign messages for different projects, including ADUs and kitchens. That let a homeowner see an offer relevant to what they were planning.

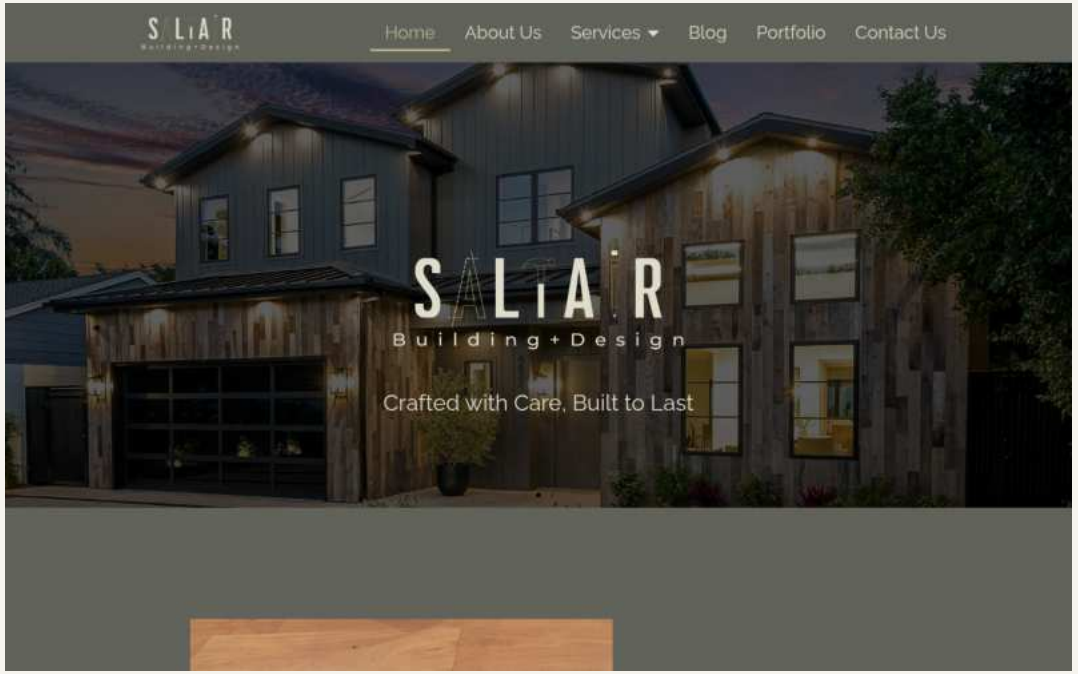
The creative connected the finished result with the scope and quality of the work. Monthly campaign reviews gave the team a way to assess enquiries and refine the approach.

THE RESULTS

Roei's feedback showed that the enquiries were beginning to reach the people he wanted to work with. He reported new leads arriving while the business was busy with delivery.

"They are starting to show results. I have 3 leads this week from them so it is starting to show the right people"

Roei Amsterdamer



Saltair Building + Design