CLIENT SUCCESS STORY

TIGHT HOUSE GENERATES 111 ENQUIRIES FOR ITS ARCHITECTURE PRACTICE

A campaign built around a completed New Jersey home introduces Rahul’s work to homeowners planning new builds and significant renovations.

111
META FORM LEADS

~$2.8K
CAMPAIGN AD SPEND

~$25
AVERAGE COST PER LEAD

THE GOAL

Tight House brings architecture, interiors and an interest in high-performance homes together. Rahul wanted to meet more clients planning new homes or meaningful renovations in New York and New Jersey.

A completed house gave the campaign a concrete starting point: show people the work and invite them to discuss their own project.

THE CAMPAIGN

MYA built the advertising around the New Jersey home and connected it to lead follow-up and a booking calendar. The work included campaign management and reporting so enquiries could be reviewed alongside performance.

The campaign made the practice visible to homeowners outside Rahul’s existing network while giving them a clear route to a first conversation.

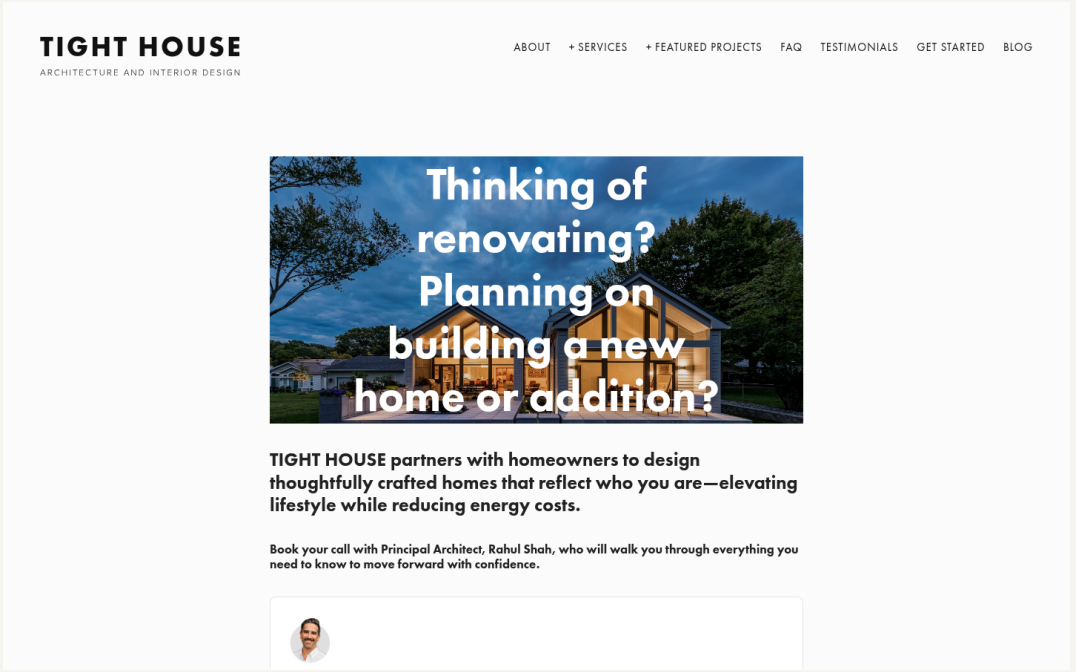
THE RESULTS

The MYA campaign generated 111 form enquiries. Rahul reported calls with homeowners seeking new construction and substantial renovations, including people he considered ideal clients.

His full testimonial describes how the campaign translated into conversations for the practice.

“Thanks for the help in launching the ad. ITS WORKING!”

Rahul Shah



Rahul on working with MYA