



PRP-CMO

Growing Revenue in a Home Services Business

Revenue Increase of
40% - 50% YoY

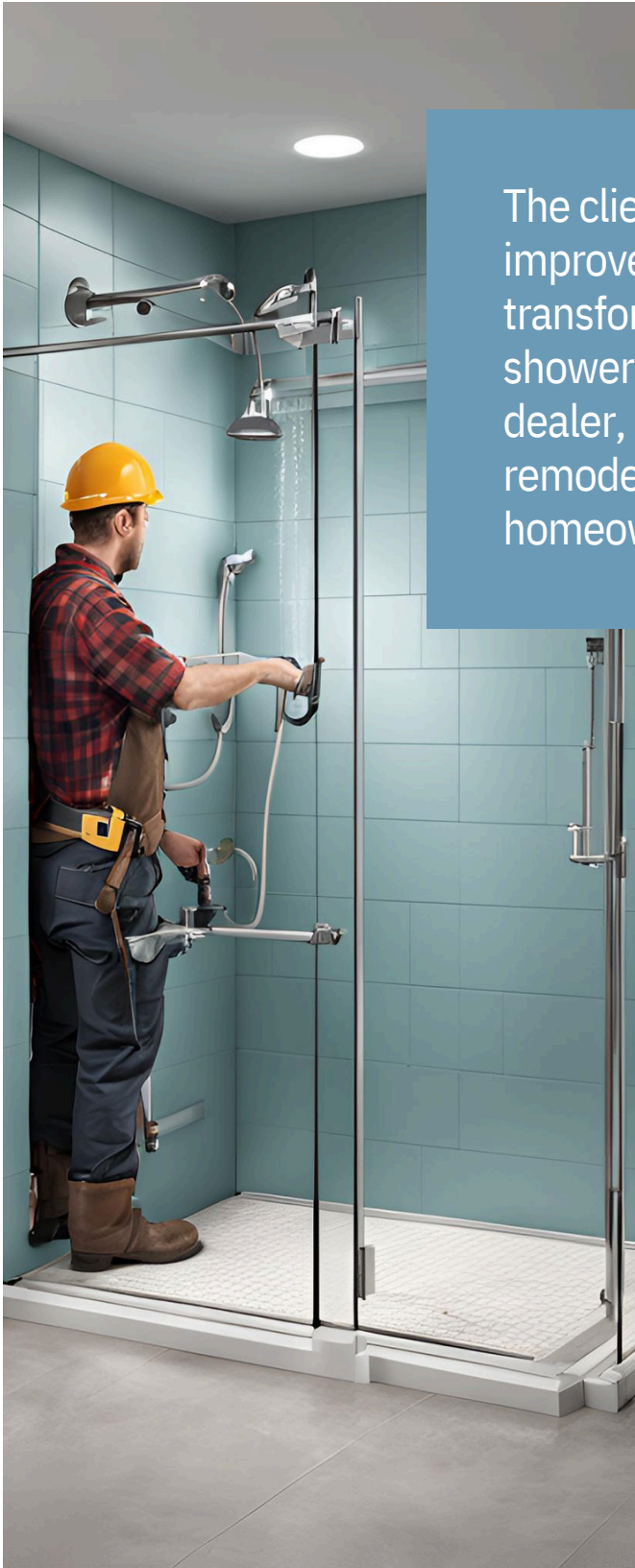
A Fractional CMO Case Study
in the B2B Sector

for more info, call or text
317-660-5424



THE CLIENT

INDUSTRY: HOME IMPROVEMENT
VERTICAL: BATHTUB & SHOWER
REPLACEMENT



The client is a Midwest-based home improvement company specializing in the transformation of residential bathtub and shower spaces. As an authorized Jacuzzi dealer, the company provides high-quality remodeling solutions designed to enhance homeowners' comfort and style.

THE PROBLEM

The company's revenue had plateaued at \$20 million following the pandemic-driven boom. Marketing efforts were spread across more than 250 lead sources, but there was no clear understanding of which sources were most effective at converting leads into sales.

Additionally, inefficiencies in lead generation and allocation limited profitability and hindered expansion efforts.



THE SOLUTION

A data-driven marketing transformation to optimize lead generation and drive scalable revenue growth.

The solution included:

- **Lead Source Optimization** through analysis of all lead sources to identify which channels produced high-converting leads.
- **Smart Experimentation** utilizing cost savings from lead optimization to test and validate new lead sources.
- **Market Expansion** into two new markets, developing a full-fledged marketing strategy in just a few days.
- **Balancing Lead Dependency** with an expected shift from 66% of leads from franchisor to a 50/50 balance over time.



THE RESULTS

PRP achieved a remarkable improvement in marketing efficiency and sales performance. By leveraging AI and data-driven insights, he dramatically transformed Client's digital advertising approach. The strategic implementation resulted in:

- Increased Revenue by 40% in the first year (Expected 50% in Year 2)
- Improved Lead Efficiency, Reduced Cost, and Increased Conversions
- Market Expansion using data-driven process to repeat success



KEY LEARNINGS

By leveraging data to optimize lead generation, the company transformed its marketing strategy into a scalable, repeatable system.

This approach not only fueled rapid revenue growth but also set the foundation for sustained expansion and reduced reliance on third-party lead sources.

ARE YOU READY TO SCALE YOUR BUSINESS WITH MARKETING STRATEGY AND LEADERSHIP?

**Contact Us
Today**

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