



PRP-CMO

Lead Generation Optimization: Powered by AI

Reducing costs by 40%
Increasing Sales by 10%

A Fractional CMO Case Study
in the Home Services Industry

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



THE CLIENT

INDUSTRY: HOME SERVICES
VERTICAL: HOME SECURITY



The Client is a leading industry provider of home improvement services in the United States, focusing primarily on home security technology. With a long-standing reputation for protecting homes and businesses, The Client has been at the forefront of security technology and customer service.

THE PROBLEM

Client faced significant challenges in their digital marketing efforts.

Their customer acquisition costs (CPA) were extremely high, ranging between \$1000-\$1200 per lead, which far exceeded their target of \$700 in paid search advertising.

This inefficiency threatened their ability to scale marketing efforts and maintain profitability.



THE SOLUTION

A comprehensive digital transformation strategy centered on AI-powered lead generation optimization.

The solution included:

- Conducting an intensive, cross-functional "hack-a-thon" to develop an automated data integration process
- Creating a daily FTP transfer of closed sales data to train Google's AI machine learning algorithms
- Developing a seamless data transfer process through collaborative problem-solving
- Implementing, testing, and revising the new dynamic ad bidding strategy powered by AI
- Training machine learning models to identify and prioritize high-potential clicks



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:

- Reducing average Cost Per Acquisition (CPA) from \$1200 to \$600
- Increased lead quality
- Increasing sales volume by 10%



KEY LEARNINGS

Leveraging AI and data-driven insights can dramatically improve digital advertising efficiency, simultaneously reducing costs and increasing lead quality.

This process has been proven to work for other companies of varying sizes in multiple different industries, always with similar results.

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

**Contact Us
Today**

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