PAID SOCIAL + LEAD GENERATION

Roofing Contractor Case Study

How a residential roofing contractor turned a $70/day budget into 43 exclusive leads, 28 estimates, and 8 closed projects — at an average ticket 79% above the national average.

AT A GLANCE

16.5x	43	28	8
Return on Investment	Exclusive Leads	Estimates Proposed	Projects Closed

THE SNAPSHOT

Every dollar accounted for.

A residential roofing contractor came to us buying leads from aggregators, competing against three or four other roofers for the same homeowner, with no clear line between what they spent and what they booked. We rebuilt the front end of their pipeline around exclusive, first-party lead generation — and instrumented it so every result traces back to a source.

The campaign ran continuously for 140 days across the spring and summer roofing season on a $70/day budget. These are actual reported results, tracked all the way through to signed contracts — not modeled projections.

$136,000

REVENUE FROM SIGNED PROJECTS

8 closed roofing projects at a $17,000 average contract value.

16.5×

RETURN ON AD SPEND

$16.51 in signed work for every $1 of media investment.

$8,237

TOTAL MEDIA INVESTMENT

$8,236.60 against a $70/day cap — 84% budget utilization.

43

EXCLUSIVE LEADS GENERATED

Delivered to this contractor only — never shared or resold.

28

ESTIMATES WRITTEN

65% of leads converted to a real estimate appointment.

$1,030

COST PER CLOSED PROJECT

6.1% of revenue — the number that actually decides the program.

THE HEADLINE

The campaign paid for itself before the second contract was signed.

At a 30% gross margin, a single $17,000 project returns roughly $5,100 in gross profit. Total media investment was $8,236.60. **Job number two covered the entire five-month budget.** The other six were profit.

SOURCE

Media metrics pulled directly from the client's Meta Ads reporting for Mar 31 – Aug 18, 2026 (attribution: 7-day click or 1-day view). Estimate, close, and contract-value figures reported by the contractor. Client identity withheld at their request.

THE CHALLENGE

Renting leads instead of owning them.

Where they were

- **Shared leads.** The same homeowner sold to several contractors, turning every quote into a price race.
- **No attribution.** Money went out, jobs came in, and nobody could connect the two.
- **Seasonal whiplash.** Feast in storm season, famine after — with no owned audience to fall back on.
- **Slow follow-up.** Leads landed in an inbox, not a system. Speed-to-lead drives close rate more than anything else in home services.

What that costs

A shared lead that looks cheap on the invoice is rarely cheap on the P&L. Close rates on aggregator leads have compressed to 5–15%, pushing the real cost per booked job well past what an exclusive lead costs. This contractor wasn't overspending — they were spending in a channel where the unit economics worked against them, with no reporting sharp enough to prove it.

> THE REFRAME
>
> Cost per lead is a vanity metric. **Cost per booked job** decides whether a marketing program is an expense or an engine.

THE APPROACH

Build the pipeline. Then instrument it.

01 **Defined the buyer, not the demographic.** Targeting built on homeowners in the true service radius with property characteristics that correlate to replacement work — not a "homeowners 35+" spray.

02 **Creative built for the scroll.** Real before/after proof from the contractor's own jobs, cut vertical. Homeowners buy from a roofer who looks like they've worked on their street.

03 **Native lead capture.** In-platform forms with qualifying questions that filter tire-kickers before they reach the sales calendar.

04 **Instant speed-to-lead.** Submissions route to the CRM and fire automated SMS and email within seconds. Leads don't sit.

05 **Continuous optimization.** Budget shifted toward the audiences and creative producing qualified submissions. Underperformers were cut, not defended.

06 **Reporting that closes the loop.** Spend, reach, leads, and cost per lead reviewed on a fixed cadence — so the contractor always knows what a marketing dollar bought.

> WHY IT MATTERS
>
> These 43 leads belong to the contractor — in their CRM, on their list, retargetable next season at a fraction of the original cost. **Aggregator leads are rented. First-party leads are an asset.**

THE RESULTS

The full picture, no cherry-picking.

Every metric the campaign produced across the 140-day flight — media, pipeline, and revenue, end to end.

METRIC	RESULT	WHAT IT TELLS YOU
Revenue from signed projects	**$136,000**	The only number that ultimately matters
Return on ad spend	16.51×	$16.51 in signed work per $1 invested
Projects closed	**8**	Signed contracts, not appointments
Average contract value	$17,000	79% above the 2026 national average
Estimates written	28	$476,000 in total quoted work generated
Qualified leads generated	43	Exclusive inquiries, delivered only to this contractor
Total media investment	$8,236.60	Actual spend against a $70/day cap
Cost per lead	$191.55	Inside the exclusive-lead benchmark band
Cost per estimate	$294.16	What it cost to get a rep in a driveway
Cost per closed project	$1,029.58	6.1% of the revenue it produced
Impressions / unique reach	122,141 / 25,972	Local market coverage at 4.70× frequency
CPM	$67.44	Cost to reach 1,000 impressions
Campaign duration	140 days	20 weeks of uninterrupted delivery
Average daily spend	$58.83	84% budget utilization; headroom in the cap

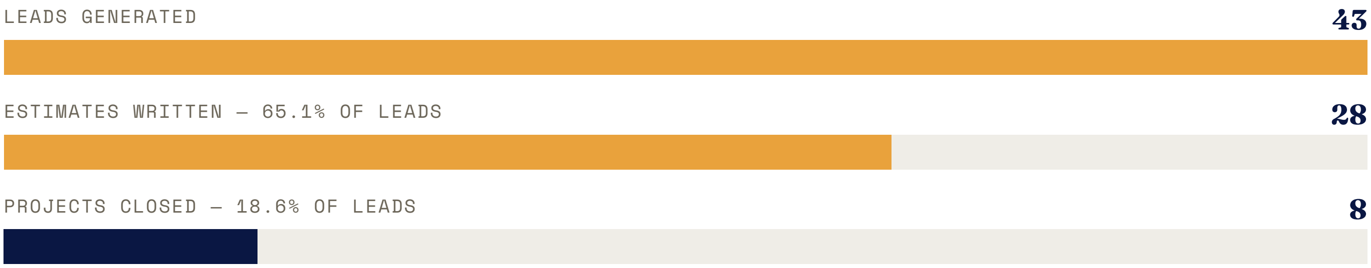
ON BUDGET UTILIZATION

The campaign averaged $58.83/day against a $70/day cap, so it was never budget-constrained — delivery was governed by audience and auction dynamics, not by running out of money. That means room to scale spend without immediately inflating cost per lead.

THE FUNNEL

43 leads. 28 estimates. 8 roofs.

Most case studies stop at lead count. Here is what happened to all 43 after they hit the CRM.



FUNNEL STAGE	VOLUME	CONVERSION	COST EACH	VALUE
Leads generated	43	–	$191.55	–
Estimates written	28	65.1%	$294.16	$476,000
Projects closed	**8**	**28.6%**	**$1,029.58**	**$136,000**

Two conversion rates worth noting

A 65.1% lead-to-estimate rate says these were real homeowners, not form-fill noise. Shared leads rarely clear half that — the homeowner has already fielded three other calls.

A 28.6% estimate-to-close rate is the contractor's own sales performance, and it held because they weren't walking into a bidding war.

What the money did

$8,236.60 in media produced $476,000 in quoted work and $136,000 signed. Media landed at 6.1% of revenue — the efficient end for home services.

Every lead was worth an average of $3,163 in realized revenue against a $191.55 acquisition cost.

THE BREAKEVEN MATH

This campaign needed 1.6 jobs to break even. It produced 8.

At a 30% gross margin, a $17,000 project carries roughly $5,100 in gross profit — the full $8,236.60 was recovered before the second contract was signed. Breakeven required a 3.8% close rate. The campaign delivered 18.6% — five times the threshold.

ONE ASSUMPTION, STATED PLAINLY

Lead, estimate, close, and contract-value figures are actual reported results. The only modeled input on this page is the 30% gross margin in the breakeven calculation — a different margin shifts only that number, not the revenue or ROAS above it.

THE MARGIN STORY

Exclusivity protected the ticket.

The 2026 national average roof replacement runs about $9,500. This contractor's average signed project came in at $17,000 — 79% higher.

That gap is the quietest and most valuable result here. When a homeowner calls four contractors off an aggregator list, every conversation becomes a price comparison and the lowest bid wins. These leads came to this contractor alone — no fourth quote to beat, and room to sell full scope rather than strip the estimate to win. A cheap lead only looks cheap until you count that discount.

LEAD SOURCE	TYPICAL COST	TYPICAL CLOSE	THE CATCH
Shared marketplace leads	$45–$110	5–15%	Sold to 4–10 contractors at once
Roofing search ads	$124–$300	Varies	Highest CPC of any home-services category
This campaign — exclusive social	**$191.55**	**18.6%**	No competition on the lead; you own the list

WHAT COMES NEXT

Where we take it from here.

We don't present a campaign as finished. The honest roadmap for this account:

- **Work the 20 open estimates.** $340,000 quoted but unsigned — the cheapest revenue in the building.
- **Scale into the unused budget.** 84% utilization leaves room to grow spend before efficiency degrades.
- **Retarget the 25,972.** A warm local audience already built, currently unused.
- **Protect the 65% estimate rate.** Automated SMS inside 60 seconds holds it as volume grows.
- **Layer in review generation.** Requests after every signed job compound into cheaper acquisition.
- **Build the off-season play.** Repairs and inspections hold the pipeline when demand dips.

THE STAMPEDE STANDARD

Every dollar of ad spend ties to a trackable outcome. If we can't show what a dollar produced, we don't call it a result. **That's the whole business.**

Let's build your pipeline next.

We work with contractors and local service businesses who are done guessing where their leads come from. Every engagement is scoped to your market, your service mix, and your capacity — then reported on so you always know exactly what your investment is producing.

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