



CASE STUDY

From Zero to \$2.34M

A Service-Based Business Growth Case Study

How a local, service-based business went from no digital presence to \$2.34M in tracked revenue on just \$26K in ad spend, built one optimization at a time over 20 months.

HOME SERVICES

LOCAL LEAD GENERATION

20-MONTH PARTNERSHIP

TOTAL TRACKED

Revenue

\$2.34M

AUG 2024 - APR 2026

\$26K

Ad Spend

~90x

ROAS

2.91M

Impressions

THE CHALLENGE

Starting From Zero

The business had a great product and a strong reputation, but no digital presence working for them. No paid ads, no lead tracking, no reliable pipeline. They needed more than posts. They needed a growth system.



No Paid Presence

No ads running anywhere. All demand relied on word of mouth and repeat business.



No Lead Tracking

Calls and inquiries went unlogged, so there was no way to see what was actually working.



No Reliable Pipeline

Revenue moved with the season, not with a repeatable system for generating new business.

They didn't need more posts. They needed a growth system.

OUR APPROACH

A Growth System, Not a Campaign

Every piece was built to compound: capture high-intent demand, track it to the dollar, and use that data to get sharper every month.



Google Ads

Search campaigns targeting high-intent local buyers actively searching for the service.



Performance Max

Automated campaigns extending reach and retargeting across Search, Display, and YouTube.



Full Lead Tracking

Every call and text logged, so every dollar of spend could be traced to a real lead.



Ongoing Optimization

Month-over-month adjustments to bids, budgets, and targeting based on what the data showed.

THE RESULTS

\$2.34M in Tracked Revenue on \$26K in Spend

Twenty months of consistent, compounding growth, from a standing start.



\$2.34M

TRACKED REVENUE

Aug 2024 to Apr 2026



~90x

RETURN ON AD SPEND

Across the full engagement



\$0.39

AVG. COST PER CLICK

Highly efficient local intent



\$157,970

BEST MONTH ON RECORD

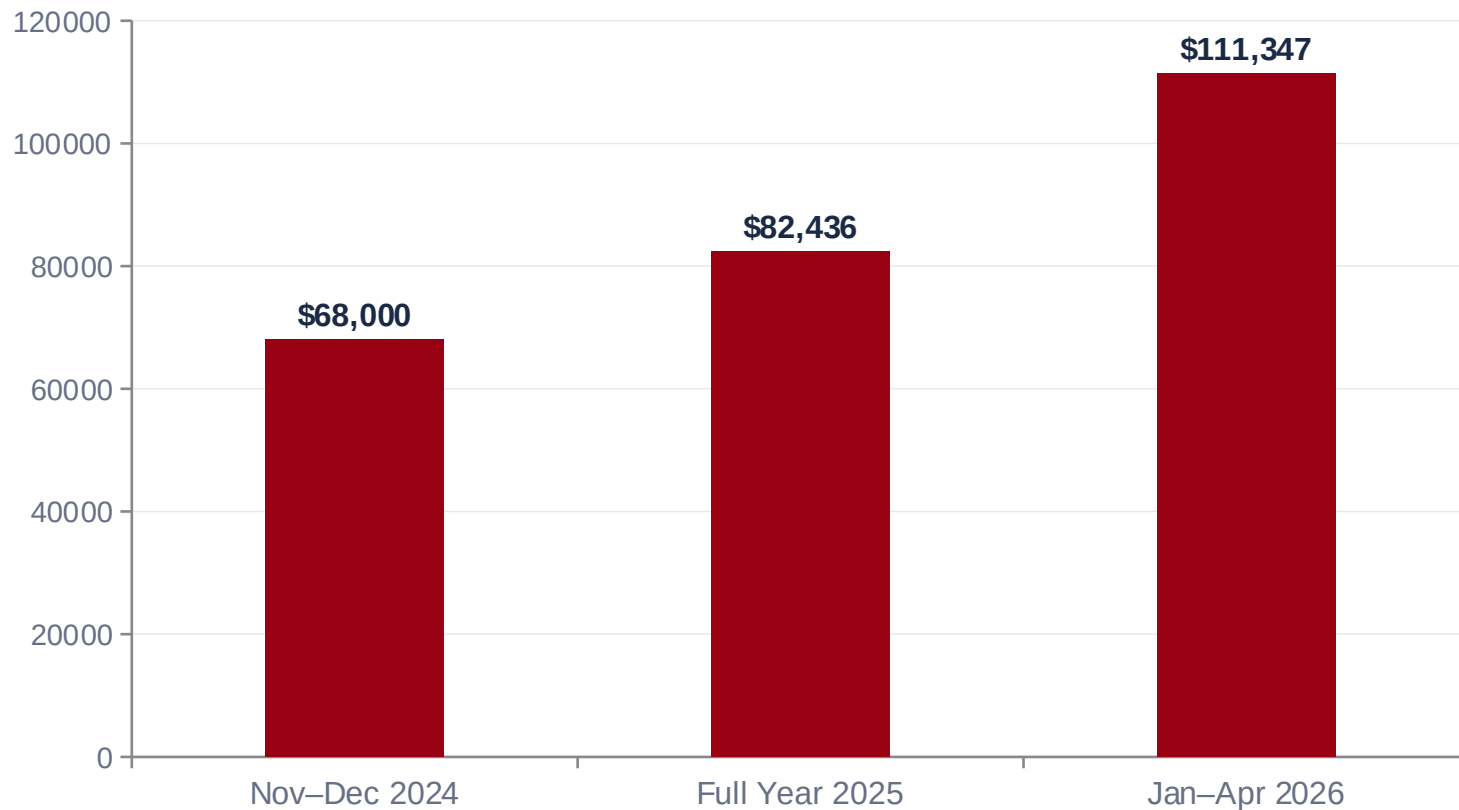
April 2026

67,100 clicks and 2.91M impressions, all traced back to real revenue.

GROWTH TRAJECTORY

Revenue Climbed Every Stretch of the Way

Average Monthly Revenue by Period



Momentum Kept Building

Average monthly revenue climbed in every period measured, from \$68K per month right after launch to over \$111K per month by early 2026. April 2026 was the single best month on record at \$157,970.

PROGRAM PERFORMANCE

Efficient Spend, Fully Traceable Results

Metric	Result
Total ad spend	\$26,000
Clicks	67,100
Impressions	2,910,000
Average cost per click	\$0.39
Return on ad spend	~90x



Every Call Logged

Full lead tracking meant every call and text tied back to a specific campaign, so spend could always be justified by real leads.

Low cost per click plus disciplined tracking is what made a ~90x return possible.

KEY LEARNINGS

What Twenty Months Taught Us



Performance Max compounds

Automated reach and retargeting got measurably more efficient as more data accumulated over time.



Tracking changes decisions

Logging every call and text meant spend decisions were based on real leads, not guesswork.



Consistency beats big swings

Steady month-over-month optimization drove the multi-year climb, not one-off campaign pushes.



Growth builds in phases

A ramp-up period gave way to breakout months, then a sustained, higher baseline.



Efficiency scales with volume

A \$0.39 average cost per click and a ~90x return show how far efficient targeting can stretch a budget.



The best month came at month 20

April 2026, not month one, was the strongest month on record, proof that patience and refinement pay off.

WHAT'S NEXT

Scaling the Playbook

1

Expand geographic targeting into adjacent service areas now that the core playbook is proven.

2

Deepen retargeting audiences using 20 months of accumulated lead and conversion data.

3

Formalize call and text tracking into a structured CRM for even sharper attribution.

4

Test new offer types and seasonal promotions against the now-established efficient baseline.

5

Apply the same growth system to additional service lines or locations.

Ready for Results Like These?

This business went from no digital presence to \$2.34M in tracked revenue on \$26,000 in ad spend. We build growth systems, not just campaigns.

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