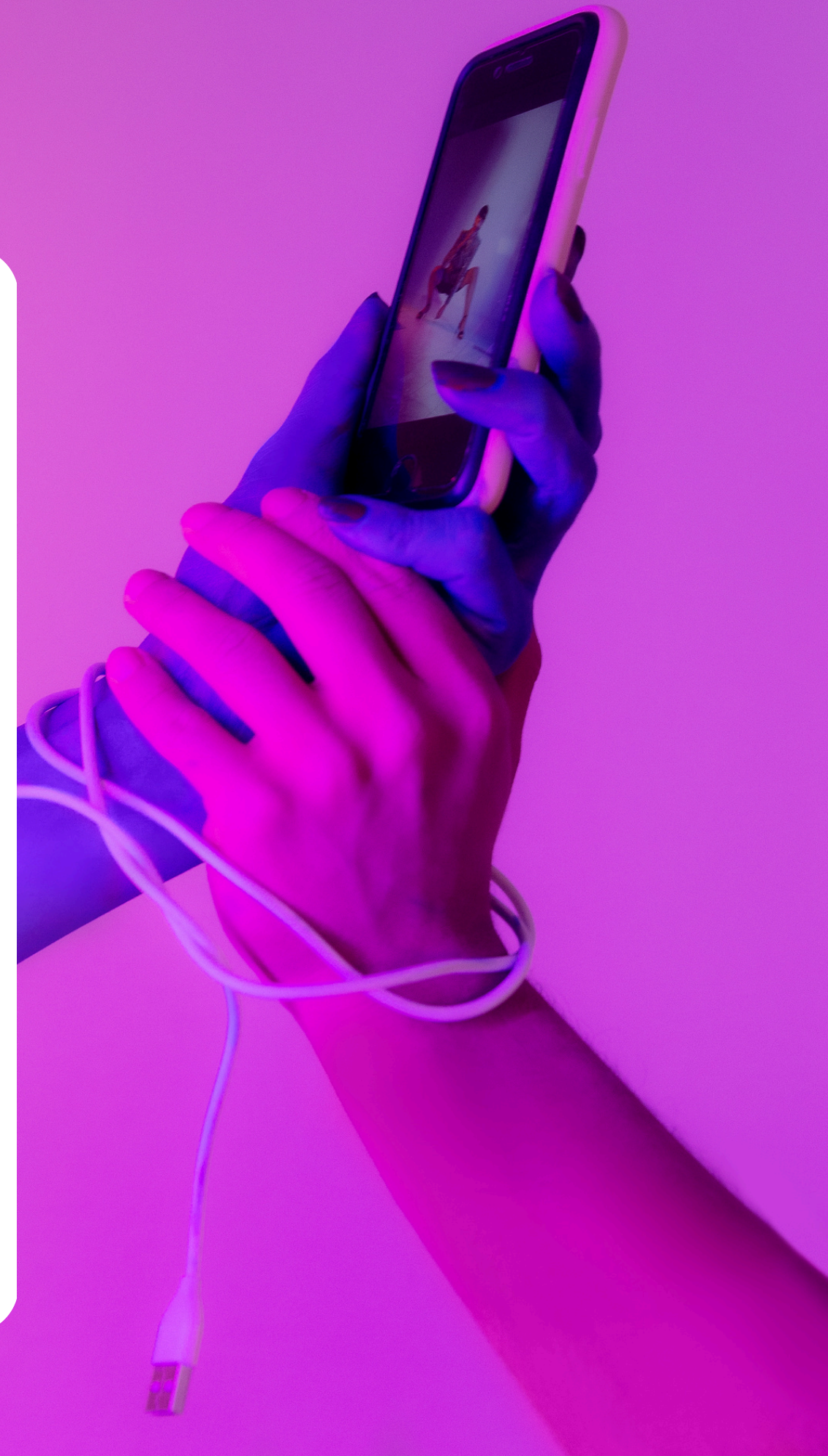# Overview

1. Campaign Performance
2. Errors/ Improvement areas
3. Optimization Recommendations
4. Targeted Audience Analysis
5. Audience Expansion
6. Copy/Audience Review
7. Data driven Rationale

Campaign Performance

Top Performers

01 Ads such as "Olly Olly Ads | Roofers | 10.04.24 | Ad 4" and "Olly Olly Ads | Lawyers | 10.02.24 | Ad 2 – Copy" achieved the highest number of website leads and link clicks, with strong CTR and cost efficiency
The Cost per Result and CPC (cost per link click) for top-performing ads are competitive, especially in categories like roofing and legal services, indicating effective targeting and ad design.

Campaign Performance

Top Performers

01 Ads such as Olly Olly Ads | Clients LAL| 10.17.24 | Carousel Ad, Olly Olly Ads | Client's LAL | 09.27.24 | Ad 1 and Olly Olly Ads | Client's LAL | 09.27.24 | Ad 1 did well in terms of website and meta leads.

Ads targeting roofers and lawyers have a notably high CTR (link click-through rate), suggesting these segments are well-targeted and responsive to the ad messaging and creative elements

Improvements

02

- Targeting and Creative Alignment: Since the highest-performing ads in terms of website leads are for roofers and lawyers, continuing to focus on these niches with tailored messaging and visuals may enhance overall campaign effectiveness.

- Expansion into Similar Niches: To capitalize on the success seen in roofing and legal segments, consider expanding into related home services or high-value professional sectors where similar ad structures and messaging may be effective. Ex. Solar/Fencing

- Optimization of Low-Performing Ads: For ads with lower CTR or higher CPC, experiment with A/B testing different creatives and messaging styles to identify potential improvements.

Recommendations

3

- I have found analyzing the language of existing customers and understanding their specific pain points in messaging helps with attracting the right leads.

- For contractors and roofers specifically I have done a lot of language testing and have found simple straightforward language with emojis works to keep engagement.

- For creative, I have found short 1 minute videos of closed customers talking about their wins have worked best through years of testing. Also, using known influencers in the field who recommend your product works well. Also, there needs to be captions so people can read on their mobile devices.

Targeted Audience Analysis

4

Jobber and ServiceTitan audiences are on the larger side. I have found 1 million is a good spot.

Whereas only 1500-2000 is typically too small and will only produce a few leads then the cost tends to go up and results don't remain as consistent.

It depends on how the audience is used, you can create an audience based off ad engagement and re-target. For example, re-target everyone who watched 75% of the video ad with a lead ad form. These tend to be higher quality leads.

Targeted Audience Analysis

5 Lookalike audiences could be expanded to include supplier websites as their target markets include contractors.

A great way to understand a key markets space is going to trade shows and seeing attendees and booths. This would help with identifying new targets in contracting/law spaces. Then finding and targeting them digitally...along with scoring a new list of potential leads.

Owens Corning
10

GAF
10

Certainteed
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Beacon
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ABC
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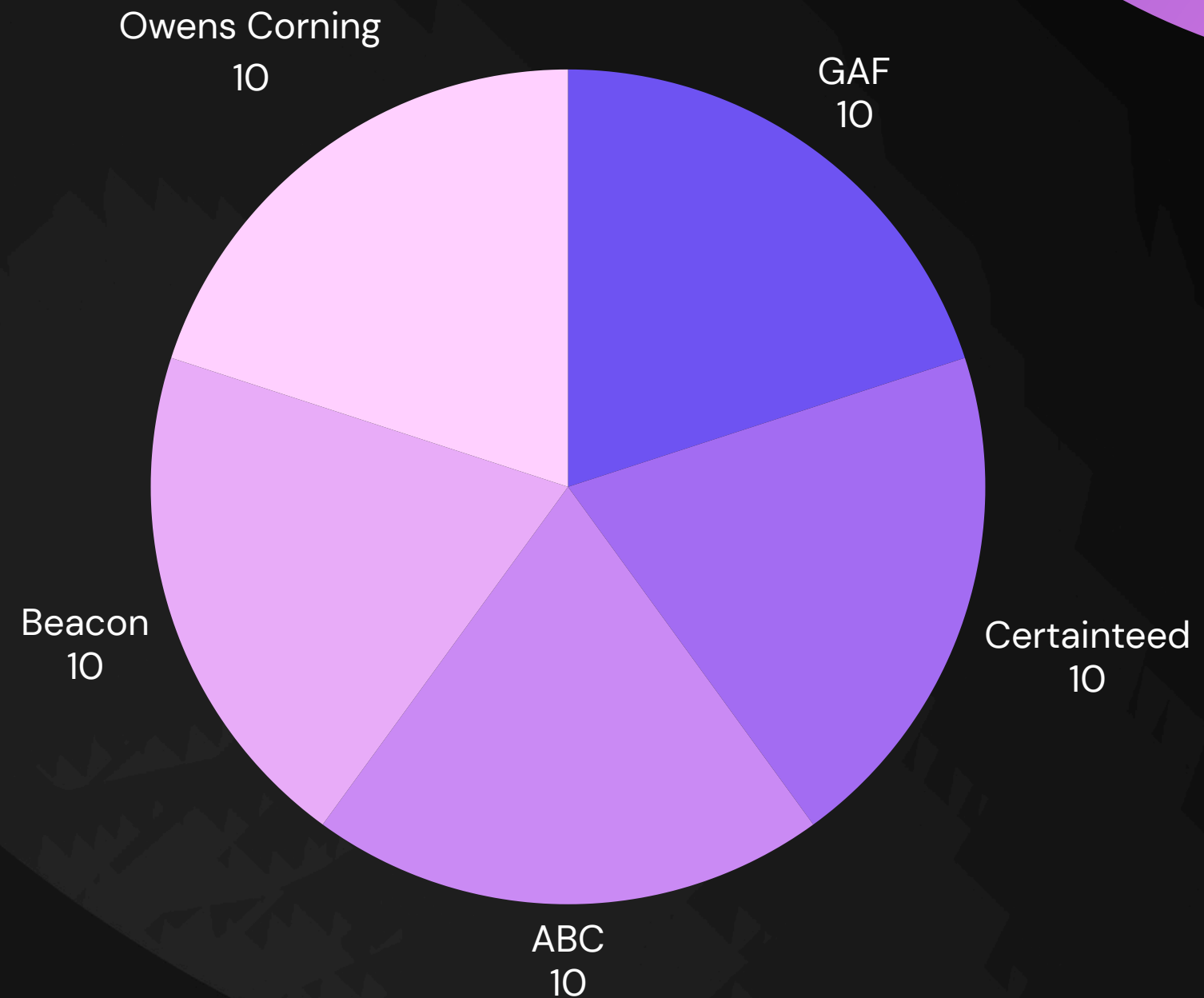
Copy/Audience Review

6

I have found with the contractor audience, copy should be geared to 8th grade reading level.

Sample Copy:
Tired of wasting money on dead-end leads?
We connect you with customers who are READY TO BUY from you! Get exclusive, high-quality calls now and start closing deals today

Improved Copy:
💸 Tired of spending money on leads that don't work? 💸
We connect you with customers who want to buy now! 🔥 Get quality calls that help you close more deals today! 📞💼

Then test and review results in terms of CPL per headline.

Data Driven Rationale

7 In summation, identifying and replicating successful creative elements (such as specific text, headlines, and CTAs) is key to scalability. Industry best practices suggest that optimizing these components through A/B testing can reveal what resonates most with each audience segment. For instance, concise and benefit-oriented CTAs ("Free Consultation") often drive stronger conversion in home services ads.

Short, authentic videos featuring real people within the business, paired with clear captions, are highly effective.

100%