

How Revenue Attribution Increased **Meta ROAS 57%**

Industry: Home Services

Channels: Meta & PPC



Client Goal: Build true full-funnel visibility so every marketing decision could be based on real revenue, not guesswork.



A national **kitchen remodeling franchise** network, partnered with AdMax Local to better understand how digital advertising translated into **real revenue**. While their Google, Bing, and Meta campaigns were generating leads, the brand lacked a reliable way to **connect ad spend to closed deals** across its franchise locations.



The Challenge

Before AdMax Local, the franchise optimized campaigns the way many brands do, by chasing lead volume and cost per lead metrics. The products that generated the most forms and calls were prioritized in the marketing budget. However, a high lead volume doesn't always mean high lead quality.

Without revenue attribution tied to each product, channel, or zip code, franchise owners struggled to understand whether their marketing investment was producing profitable jobs.



They couldn't accurately measure ROAS.



Budget wasn't always aligned with business value.



Franchise owners didn't know whether their investment was truly paying off.



Opportunities to double down on the most profitable offerings were hard to spot.

The franchise owners needed visibility, not just into who was filling out a form, but **who was actually buying.**



Our Strategy

We built a revenue-first measurement system that gave franchisees a complete, real-time view of performance throughout the buyer's journey from first click to final invoice.

Full-Funnel Revenue Tracking

Through API integrations with **ServiceMinder** and **Invoca**, we connected every step of the customer journey:

Lead → Prospect → Appointment Set → Appointment Completed → Proposal Sent → Customer

The system updates live whenever invoices are added, modified, or deleted ensuring every dollar of revenue is accurately attributed.

Revenue-Driven Insights

With all data flowing into one source of truth, franchise owners and corporate leadership gained clarity they'd never had before:

- See exactly how ad spend translates into revenue at the franchise level.
- Understand ROAS by product category to spotlight high-value offerings.
- Track ROAS by month and channel to identify trends and seasonal patterns.
- Map revenue by zip code to fuel smarter budget allocation, bid adjustments, and geographic targeting.



Results

By shifting to a revenue-driven optimization model, franchisees quickly saw both stronger performance and clearer decision-making across the franchise network. With visibility into which products, markets, and channels generated true financial value, we improved lead quality, redirected spend to high-impact areas, and aligned budget with profit, not just volume.

In just **four months**, this approach achieved significant wins:



Meta ROAS increased 57% (from 4.49 to 7.04) after shifting optimization from leads to revenue



38% increase in marketing investment, driven by renewed confidence in data



26% lift in overall revenue through smarter budget allocation



Higher-quality leads by focusing on channels proven to convert into paying customers



More informed franchise-level decisions, supported by transparent spend-to-revenue insights



Efficient budget reallocation, focused on the products and zip codes delivering the strongest financial impact

By tying revenue directly to **PPC** and **Meta performance**, AdMax Local helped our partner evolve from lead-based decision-making to **true profitability-focused marketing**. This framework now allows the franchise to **scale advertising across franchise markets** while maintaining **clear visibility into the revenue impact** of every marketing dollar.