

# National Youth Sports Franchisor Achieves 92% High-Intent Lead Rate

Industry: Youth Sports

Channels: Google Ads & Meta



**Client Goal:** Identify gaps in the existing digital efforts and address them with a best practice paid media strategy designed to improve lead quality.



A national youth sports franchisor turned to AdMax Local for help **growing its footprint and expanding ownership** in key markets across the U.S. With a business model dependent on a steady influx of qualified leads, the franchisor needed a partner capable of delivering consistent, **high-quality demand generation** across digital channels.



## The Challenge

Before partnering with AdMax Local, the client struggled with **poor lead quality**. While leads were being generated at a low cost through current digital market efforts, nearly half were irrelevant. Many leads were either from outside of target markets or had little intent to convert. This resulted in wasted marketing spend, low response rates, and minimal revenue impact.



Poor lead quality



Wasted marketing spend



Lower response rates



Minimal revenue impact

The client approached AdMax Local with a clear goal: **Improve lead quality and deliver leads that convert into real, revenue generating franchise owners.**



## Our Strategy

Our first step was to ensure we had a clear understanding of the franchisor's ideal owner profile, growth markets, and business objectives. From there, our team conducted a thorough **audit of Google and Meta campaign setups** established by the franchisor's prior agency.

### What We Uncovered:

- Overly broad keyword targeting and insufficient geotargeting, leading to wasted spend in Google Ads.
- Lack of audience segmentation and generic creative on Meta, producing low quality leads from Facebook and Instagram.
- Tracking errors that inflated results leading to duplicate lead counts.
- An overall lack of foundational best practices for PPC and paid social.

### Rebuilding From the Ground Up:

Based on our findings, we deployed a **full campaign rebuild** across Google and Meta, ensuring every component was aligned with current best practices, including:

- **Hyper-targeted geographies** to ensure ads only reached users in desired growth markets.
- **Refined, intent-driven keyword targeting** to refocus spend on high-value searches.
- **Segmented audiences combined with the use of tailored creative** designed to resonate with specific target personas.
- **Clean tracking and attribution** for data integrity and reliable reporting.

Our strategy included a **multi-funnel, multi-touch approach** with each campaign strategically moving prospects from the point of awareness through conversion.



## Results

The impact of our partnership was immediate and measurable.

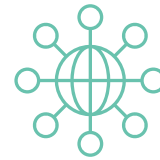
**In just the first month:**



**92% Lead Relevancy Rate** (84% improvement) compared to the previous agency's 50%



**81% Higher Response Rate** than the client's baseline (a signal of strong lead quality)



**154% Increase in Total Leads YoY** across all channels with digital efforts aiding in brand lift

By combining **data-driven insights** with **disciplined execution**, AdMax Local helped a national youth sports franchisor turn low-quality lead flow into a **scalable, revenue-generating performance engine**.

Our partnership didn't just improve metrics; it restored the client's confidence in paid digital marketing as a reliable growth strategy.