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Meta Ads for local services

Proposal from Balandin Agency

In high-ticket services a cheap lead almost always lies. We recalculate the funnel by qualified leads and let the cost per lead rise where it pays back with a deal.

618%

ROMI over five months at a $51.29 lead

1173%

ROMI on a $5,490 ticket — custom kitchens

14,338

leads at $18.32 — 3,463 deals, ROMI 153%

What usually hurts

Cheap leads do not turn into contracts

Optimizing for the form brings people who “just asked the price”. In the assistant hiring service case, recalculating the funnel by qualified leads reversed the conclusions: the cheap ad combination turned out to be loss-making, the expensive one — paying back at 145%.

The geo is wider than the service area

Ads across the whole region bring leads from places the crew will not go. We cut by radius and districts, with separate ad combinations for every city of presence.

The deal closes on the phone and never makes the report

A call and a WhatsApp chat break off at the ad account’s doorstep. We stitch the lead to the CRM and send the deal status back to Meta — the algorithm learns from contracts.

What we do

Geo by radius and districts

Separate campaigns for the service area and points of presence, own budgets and creatives for every city.

Qualification at the entrance

Questions on the form and the pre-lander filter out unqualified people before a manager spends an hour on them.

Optimization for qualified leads

Meta receives the “qualified lead” or “contract” event, not any submitted form.

Calls and messengers

Tracking of WhatsApp clicks and calls so the deal’s source is not lost.

Recalculating the economics

We measure the cost of a contract, not a lead. The acceptable cost per lead is derived from the ticket and lead-to-sale conversion.

Scale without collapse

Budget growth in steps with control of the cost per qualified lead: in the gold buyback case that is 14,338 leads at $18.32 taken to 3,463 deals at 153% ROMI.

The numbers we rely on

$51.29	per lead, paid back 618% over five months
$59.42	per lead at a $5,490 average ticket
$46.56	per lead for a store chain, 682 of them
$18.32	per lead at mass volume, 14,338 of them
145%	ROMI after recalculating the funnel by qualified leads

Case studies: Meta Ads for local services

Kitchen cabinets, Huntsville (US)

Expensive leads paid off with a $5,490 average ticket — 1173% ROMI

$11,646	196
Ad spend	Leads
$148,230	1173%
Revenue	ROMI

$107,460 in revenue at 618% ROMI for a granite countertop store in the US

Brought 54 countertop buyers — 618% ROMI in five months

$14,977	292
Ad spend	Leads
$107,460	618%
Revenue	ROMI

Private event advertising for an Italian restaurant in Brooklyn (USA)

An expensive lead paid off with banquets — sales five times the budget

$23,536	362
Ad spend	Leads
$120,000	410%
Revenue	ROMI

Case studies: Meta Ads for local services

Ads paid back the spend 3x in one month for a kids soccer school in Brooklyn, New York

The cheapest lead turned out to be the most expensive customer

$988	117
Ad spend	Leads
$3,996	304%
Revenue	ROMI

MoneyGold (gold buyout)

The audience was not looking for a pawnshop — we found it with creative, not targeting

$262,683	14,338
Ad spend	Leads
$664,780	153%
Revenue	ROMI

Jewish Point (Tel Aviv synagogue)

Donations from cold traffic — the campaign returned 152% ROMI

$750	28
Ad spend	Donations
$1,890	152%
Revenue	ROMI

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Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

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30-minute call

All case studies