

Home Service Industry

From Brand Awareness to Verified Lead Generation



19+

Verified Conversions



100%

Closed-Loop Attribution



Qualified

Homeowner Audience



Omnichannel

Activation Across Multiple Channels



Scalable

Framework for Ongoing Lead Generation



The Challenge

This home services provider had invested in digital advertising for years, but campaigns were primarily measured through awareness metrics such as impressions and clicks. While visibility was increasing, there was no reliable way to determine whether advertising was generating qualified leads or contributing to business growth. The company needed a more accountable approach that could reach the right homeowners, improve audience quality, and connect advertising spend directly to measurable outcomes.

The Solution

PULSE developed a data-driven acquisition strategy designed to move beyond awareness metrics and focus on measurable business results.

Key components included:

- Implementation of closed-loop conversion tracking to verify and attribute lead activity
- Activation of deterministic homeowner audiences and home improvement data
- Geographic prioritization focused on the company's highest-value service areas
- Audience refinement through first-party data and lookalike modeling
- Omnichannel execution across Display, Retargeting, and Meta to create multiple engagement opportunities throughout the customer journey

This approach transformed the program from a visibility-focused initiative into a lead generation framework built around accountability and measurable performance.

The Results

The impact of the new strategy was immediate. By combining audience precision, omnichannel activation, and closed-loop attribution, the company gained visibility into performance that had never previously existed.

For the first time, advertising performance could be tied directly to qualified lead activity, providing a clear understanding of how media investments contributed to business growth.

- 19+ Leads: From no reliable lead measurement to 19+ verified, attributable homeowner leads
- Full Visibility: Every lead is now traceable back to the audience, channel, and campaign that generated it
- Deterministic Targeting: Replaced broad audience targeting with verified homeowner and intent-based data
- Higher-Quality Inquiries: Precision targeting meant traffic translated into real homeowner inquiries, not just clicks
- Omnichannel Activation: Display, Retargeting, and Meta worked together within a single measurable framework
- Full-Funnel Visibility: Closed-loop pixel tracking gave the business a direct line from ad spend to verified lead activity

The Impact

The most significant outcome was not media efficiency. It was accountability.

Historically, advertising efforts were measured primarily through awareness metrics such as impressions and clicks. Today, the company has a framework that connects advertising exposure to verified lead activity, creating a measurable path from media investment to customer acquisition.

By combining deterministic homeowner targeting, omnichannel activation, and conversion attribution, PULSE helped establish a scalable lead generation engine capable of supporting future growth

What began as an awareness-focused advertising program evolved into a performance-driven acquisition strategy with measurable business outcomes and 19 verified conversions generated to date.

Key Takeaways

- Transitioned from awareness-focused advertising to measurable lead generation
- Established closed-loop attribution for verified conversion tracking
- Improved audience quality through deterministic homeowner targeting
- Created a consistent acquisition framework across multiple channels
- Built a scalable foundation for future lead generation and business growth
- Delivered 19 verified conversions with full attribution visibility

Ready to get started?

Contact Now

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