CASE STUDY: HOME SERVICES

Five Star Painting of Loudoun

Challenges

Five Star Painting of Loudoun, located in Ashburn, Virginia, is part of one of the largest and fastest growing residential and commercial painting service providers

Five Star Painting needed to keep their brand top of mind with both new and existing customers. The team lacked a cost-effective strategy to drive quality traffic to their website that would be likely to convert into estimate opportunities and booked revenue.

Products

Display Ads

Targeted Email

YouTube

Results

Over 180 days, Five Star Painting implemented an effective digital marketing strategy with LocaliQ's solutions:

- 100K emails were delivered, resulting in **$613K in estimates** generated and **$180K in attributed revenue**
- YouTube ads and display ads delivered a combined **279K impressions**
- YouTube generated 91.5K views, delivering a 64.7% view-through rate – **2x higher** than the industry benchmarks
- The brand has seen a **17X growth** in average monthly return on ad spend

"I highly recommend LocaliQ. They are very easy to work with, from their responsiveness, to their knowledge of the process and what is needed, to their execution of the promised actions."

- Stuart Nokes, Owner, Five Star Painting Loudoun

69X

ROAS based on attributed revenue

17X

Average monthly ROAS

39%

of total website traffic driven by Targeted Email Marketing