How Roofing Client Eliminated PPC with the Help of Data Science

The Client

One of the largest roofing/construction companies in Texas is veteran-owned and family-operated with over 20 years in the business.

The Problem

Client partnered with Predictive Solutions to help them overcome the following challenges.

Lead generation for roofers has largely been a pain point because of the heavy cost, diminishing return associated with bid platforms such as Google AdWords and Facebook Advertising. Add to that the low conversion rates and lack of vetting for prospects that appear to qualify.

The client did not want to participate in Google AdWords campaigns because of their history of using different agencies and subpar success with acquiring qualified leads.

Weather events, like major hail, makes it difficult to acquire a qualified lead. Even long-form vetting presented an issue for the roofer. The data submitted was subjective and would cost the roofer time in further vetting these leads.

The Solutions

Predictive Solutions worked with the Client to implement the following solutions:

Bid platforms are supposed to acquire the right audience. Using our proprietary model, Predictive was able to serve the audience up front, without waiting for Google AdWords or Facebook to run campaigns that are supposed to deliver these prospects. In this particular example, the Client needed commercial properties that were affected by severe hail storms. As a starting point, Predictive is able to identify the commercial properties that were impacted and drill down accordingly based on exact hail size.

More importantly, we're able to combine the property addresses, overlay the exact size of hail that impacted the property and prepare a report that is delivered to the qualified prospect.

Once the universe of affected properties is identified, Predictive produces the commercial property owner with personal contact information. Predictive processes those names through marketing automation and call center efforts, offering the free hail report as a lead magnet to book an inspection. Vetting of the property owner is done over the phone to ensure the lead is qualified.

Boots-on-the-ground efforts have also benefited from this approach. Door knocking campaigns are now strategic. Led by data, roofing sales managers can better position their workforce by covering qualified commercial and residential properties that were impacted versus blanketing an entire zip code based on assumptions.

The Results

The results of the partnership helped the Client achieve a dramatic reduction in online media spend and created a more efficient operations for their door knocking campaigns.
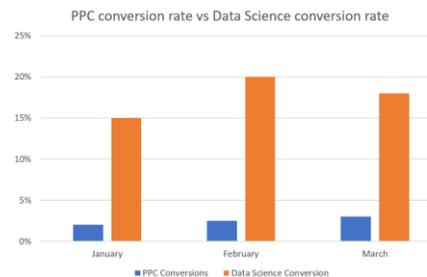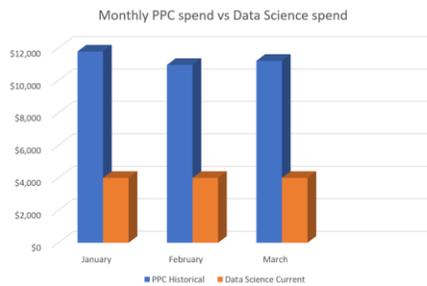
Monthly PPC spend for this Client in 2019 spent an average of $11,000 per month with an average conversion of 2%. As we compared Predictive's data science approach, delivering the affected audience upfront saved the Client thousands of dollars and yielded a conversion rate **8 to 9 times higher** than their previous average in 2020.

> "
> *I have been through many lead gen companies in the past and was very reluctant to go with another, but when they delivered the first few inspections, we knew we had something new on our hands. We are looking forward to a long-term relationship.* "
>
> *Cole L.*
> *Board member*

Predictive Solutions has a proven track record of helping clients achieve customer acquisition while reducing paid media costs and increasing operational efficiencies. We'd like to help you do the same. Contact us today to find out how we can bring winning results to your next marketing campaign.

Contact us today.

Predictive Solutions

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