



Regional Strategy Strengthens Leads With **24%** Improvement

THE CHALLENGE

Home Franchise Concepts, the leading home service franchisor in North America for over a quarter of a century, was looking to maximize return on franchisee investment in pay per click digital programs driven by data-driven search campaigns.

HFC turned to ForwardPMX's local marketing division AdMax Local to partner on achieving that objective because of AML's proven track record of success with customized approaches for similar partners with lead generation business models.



THE SOLUTION

The search program began in May 2020 during the early stage of the COVID-19 pandemic, with a six-month pilot for Tailored Living's Northeast region with 17 franchisees participating. AML set up a customized regional strategy for the franchisees that also created a personal touch for the campaign's full funnel.

To ensure alignment AML worked with HFC's corporate marketing team to develop a measurement framework that identified critical KPIs and their benchmarks to ensure growth, quality, and performance efficiency over time.

Instead of the average ramp-up time of 90 days for a search campaign, AML's regional strategy cut the time in half because of the speed data flowed in with the approach. The majority of franchisees had a positive performance during this period. As such, AML pulled a few levers in the regional process that helped franchisees convert more leads just in time for the peak summer and early fall months, which delighted the group.

At the conclusion of the pilot program, nearly 90% of the franchisees continued with AML and expressed their enthusiasm for the partnership's future.



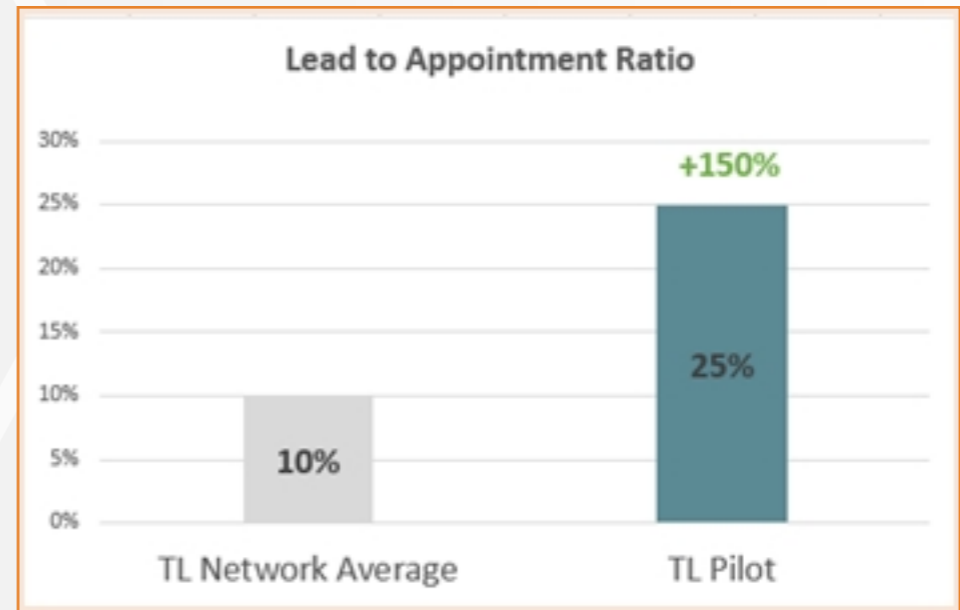
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The numbers speak for themselves, year over year, our cost per lead dropped 57%, and our lead volume doubled.
- Jay Feingold, Northeast

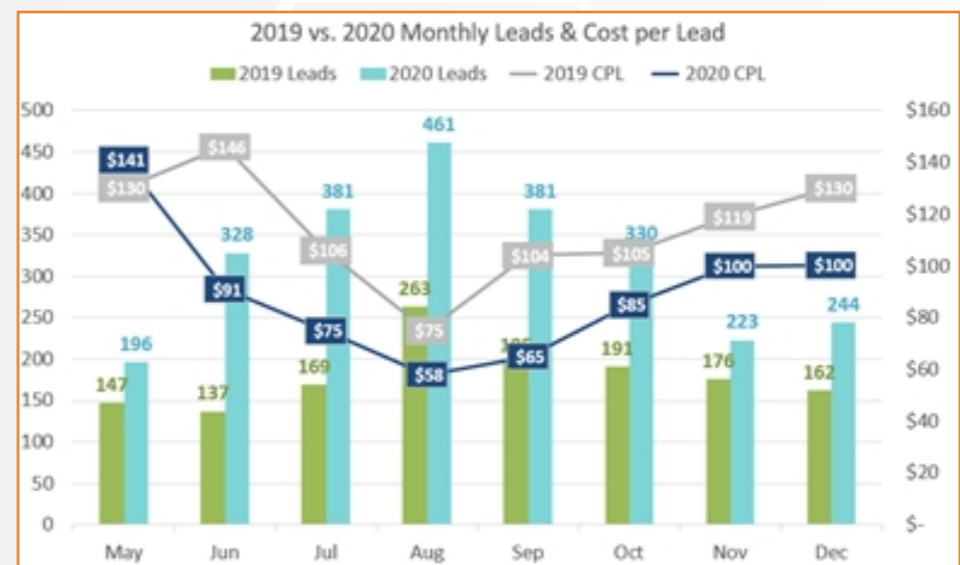
Over the six months of the pilot campaign, we experienced a 37% drop in CPL and essentially doubled our lead flow year over year. The lead quality has also been something we monitored along the way and are very pleased with. We are very happy and will continue with the regional program post-pilot.
- Danielle Rogers, Director of BD. Todd and Juliana Carter.

KEY BUSINESS OUTCOMES

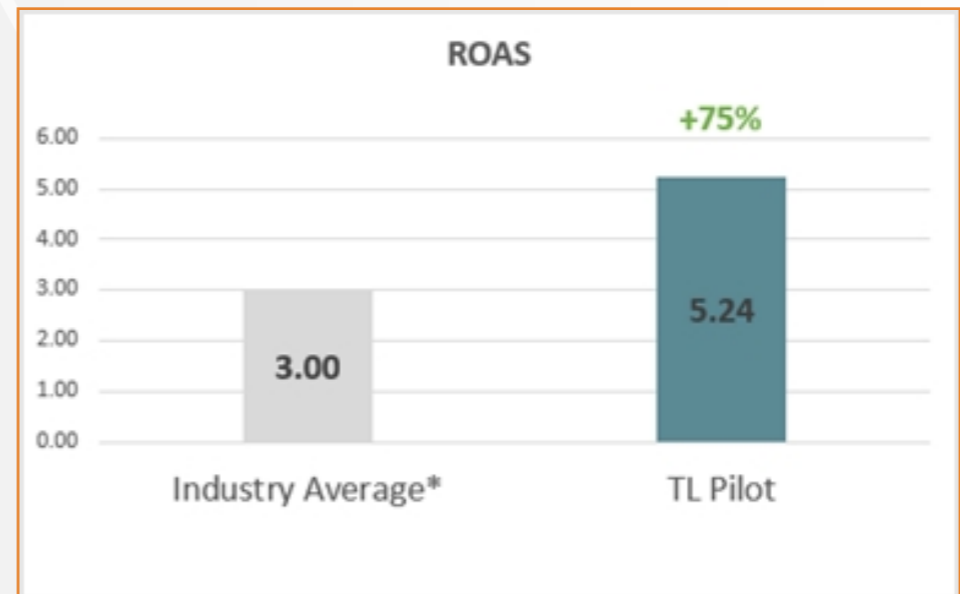
150% improvement in the lead to appointment ratio



77% more leads at 34% higher spend = 24% gain in efficiency



75% better ROAS than the industry average



Adoption by other Tailored Living franchisees across the Southeast, Midwest, Pacific Rockies, and Canada regions.



Roll out to Budget Blinds and Concrete Craft Q1 of 2021.