

## OUR WORK

### Challenge

Develop, place, and maintain social media lead generation campaigns for a Chicago-based basement and bathroom company. Our client also requested to increase lead volume and lead quality..

### Solution

Our Certified Marketing Partner deployed a high-converting creative and hyper-targeted paid social lead generation strategy, including microsite and landing page development to increase campaign attribution..



## CASE STUDY

## Results

**\$15k**

Monthly  
Media Spend

**\$50**

Average Cost  
Per Lead

**\$181k**

Revenue  
Attribution

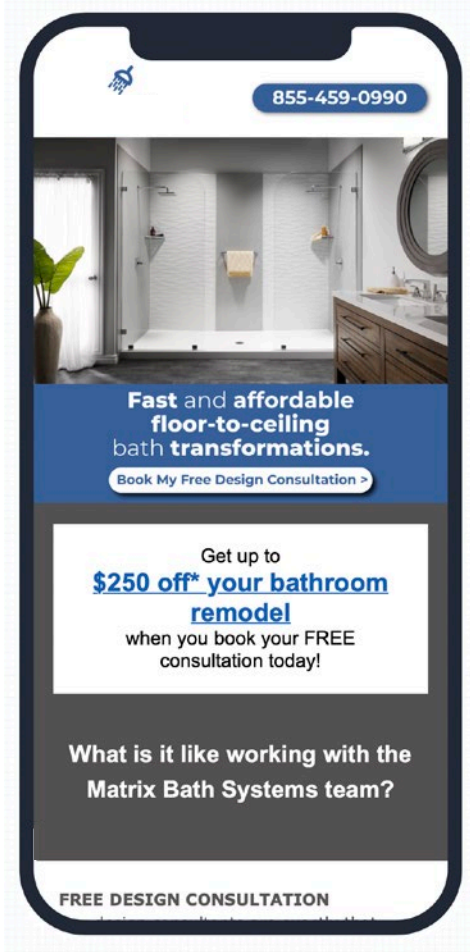
**7.8%**

Cost of  
Marketing

Powered by SolSource Certified Marketing Partner - Modd Marketing



## Campaign Email Sample



## Landing Page Sample

