



SEARCHLIGHT

## CASE STUDY

# How Searchlight Helped CM Heating™ Generate \$1.09 Million in Revenue From New Customers

Over a 12-month period, Searchlight generated \$1,096,019.52 in revenue from new customers primarily influenced by digital marketing for CM Heating™, located in Washington state.

## Why Proper Measurement Matters

CM Heating started with a \$3,000 media spend budget for digital marketing channels and Searchlight tracked \$15,000 in revenue with its proprietary revenue attribution.

In month 2, the budget was increased to \$9,500 and that generated a return of \$69,261.

After 7 months of consistent performance with an average return of 6x, the budget was again increased to \$13,500 and later \$16,000.

After the budget increases, CM Heating™ saw an average return on investment of \$126,882 each month from new customers primarily influenced by digital marketing channels.

## KEY STATS 12 Month Period

- ✓ **Total Spend: \$145,983**
- ✓ **Revenue from New Customers: \$1,096,019.52**
- ✓ **Return on Ad Spend: 7.5x**
- ✓ **Average Cost per Conversion: \$62.46**
- ✓ **Average Cost per Quality Lead: \$303.60**
- ✓ **Average Cost per Completed Job: \$1,002**
- ✓ **Average Sold Ticket: \$6,873**

## Optimizing Market Spend Using Accurate Revenue Data

Searchlight measured revenue by channel and allocated marketing investments based on opportunities.

For example, in June 2021, Bing accounted for \$30,495 in revenue, 20% of the monthly total revenue, with an average ticket of \$5,157.

Facebook drove \$24,135, 16% of total revenue, with an average ticket of \$12,067 in that same time period.

Searchlight used this data to adjust spend focus to capitalize on revenue based on customer behavior.

## Conversion Tool Improvement

In May and June of 2021, form leads accounted for 59% of monthly revenue from new customers influenced by digital marketing channels.

Searchlight recognized this trend and worked with CM Heating's website provider to make it easier for customers to submit leads on their website.

## Accurate and Holistic Data Was The Difference Maker

Many home service CRMs are unable to properly track the path to revenue. Because of Searchlight's technology, CM Heating increased their marketing investment in the right places to drive a return on ad spend that aligned with their business goals and growth expectations.