

ROI CASE STUDY · LOCAL-MARKET RETARGETING

Environmental services company grows 8% per year — leads up 40%, costs down 39%.

"How to Dominate Local Markets' strategy and remarketing works!"
— Mark A.

Documented · two-year analysis · 2025

+40%

MORE LEADS

\$7 → \$12

RETURN ON AD SPEND
(ROAS)

-55%

COST PER LEAD · \$138
→ \$61

Problem

They couldn't measure the value of their marketing spend — their incumbent vendor's platform simply didn't expose the data. Without it, there was no way to see which campaigns were producing revenue and which were throwing money out the window.

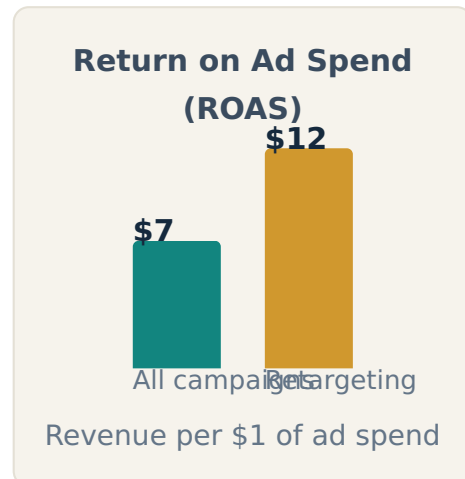
The "Dominate Local Markets" Solution

- ▶ ROI Reporting
- ▶ Retargeting & AdWords management

- ▶ Landing-page conversion optimization
- ▶ Reputation-management jumpstart (0 → 20 reviews)

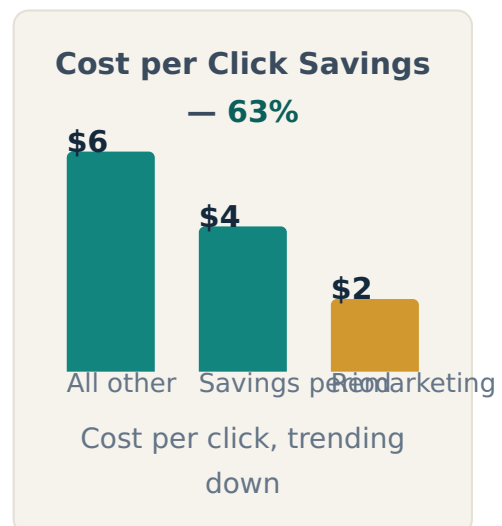
Improved Return on Ad Spend

A two-year analysis shows how capturing the right data in the ROI Reports — then monitoring and adjusting the campaign — compounds results. **ROAS rose to \$12 from \$7.** ROAS measures how much revenue is produced for every dollar spent on marketing.



Reduced Cost per Lead by 55%

Retargeting ads earn lower cost-per-click than non-retargeted campaigns by nature. Measuring lead-conversion rates and revenue, cost per lead fell 55% — **avoiding \$8,374 in ad spend.** 80% of leads were generated after optimization, and cost per lead dropped from \$138 to \$61.



Free Branding Worth \$23,622

The hidden value for offline businesses is staggering: the sheer number of times the ads are displayed is worth the price of

admission alone. Their ads were displayed **2,362,225 times** — valued at **\$23,622** at an assumed \$10 CPM.

THE RESULT — TWO-YEAR OUTCOME

8%/yr

Company
growth

+40%

Leads

−39%

Costs

\$23,622

Free branding
value

The REAL ROI. For select companies, we model all factors affected by the solution — projecting ROI, payback schedules, and net value over three years. To discuss a custom analysis, contact Anthony Sarno.

ValueLogics.ai · THE ROI AGENT COMPANY · Sarnosites

Author once. Generate anywhere. Prove it paid off.

How to Dominate Local Markets · 2025

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