

How Contractors & Builders Generate Qualified Leads at Scale

Median Conversion Lift

+31%

Top Conversion Gain

+215%

Top Cost Efficiency Gain

-62%

At A Glance

🏠 Industry

Contractors & Construction

🔗 Services Used

PPC

SEO

Social

🏢 Brands Featured

Clear Choice Windows

Power Plumbing Co.

Synthetic Grass Masters

Go Solar Power

Pacific Fence & Wire

NV Landscapes LLC

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SEE THE BRANDS BEHIND THE DATA



Overview

The contractor and home service businesses in this report compete in categories that all hinge on local trust: window and exterior remodeling, residential and commercial plumbing, synthetic turf installation, custom fencing, residential solar, and landscape design.

The trades vary slightly, but the constraint is similar: strong reputations struggle to scale past word of mouth alone.

Here's how LP built a reliable, trackable lead pipeline for six contractor and home services brands.



The Problem: Where Contractors & Builders Get Stuck

Across the six brands in this report, the starting points looked remarkably similar. Before partnering with LP, these businesses were running into some combination of four walls:

Broken or Missing Attribution
No call tracking, inaccurate form-submission data, or disconnected analytics left businesses unable to tie ad spend to real leads — let alone real revenue.

Referral-Only Growth Ceiling
Strong reputations kept the phone ringing, but with no outbound demand engine in place, growth was capped by word of mouth and repeat business alone.

Low-Intent Traffic Over Value
Casual “window shoppers” and low-margin service calls consumed budget that should have gone toward serious, ready-to-buy homeowners and businesses.

Underutilized Expansion Channels
New ZIP codes, service areas, and ad platforms sat untapped while spend stayed concentrated on the same audiences and the same channel.

The Playbook: How LP Builds Pipeline for Contractors & Builders

The specific tactics vary by trade, but the category playbook is consistent. Four moves show up again and again in the winning accounts:

Rebuild the Tracking Foundation
Deploying GA4, Google Call Tracking, and CallRail replaces guesswork with clean attribution. Clear Choice Windows lifted high-intent conversions 11% and interaction rate 489% from this correction alone.

Segment by Geography & Service Radius
ZIP-code and radius-based targeting concentrates spend where crews actually operate. NV Landscapes used this structure to target affluent service areas, helping double ad budget capacity.

Filter for Lead Quality, Not Volume
Negative keywords, tightened geo boundaries, and customer-type segmentation screen out low-margin jobs. Power Plumbing paired this with call tracking to cut CPC 62% and grow ROAS to 5x, while Go Solar Power split its funnel by residential versus commercial demand.

Scale Into New Platforms Once Proven
Once a channel is saturated, expansion into new platforms or an omnichannel mix extends reach. Synthetic Grass Masters used this path to grow conversions 215%.

Outcomes Across the Category

The results below are pulled directly from the six featured case studies. Together, they show the range a contractor or home services business can expect when the playbook is executed well:

Power Plumbing Co.

-62%

Cost Per Click

PPC

Call Tracking

Synthetic Grass Masters

+215%

Conversions

PPC

Microsoft Ads

Clear Choice Windows

9x

Contact Form Submissions

PPC

Go Solar Power

+45%

Conversions

PPC

Call Tracking

Pacific Fence & Wire

+16%

Conversions

PPC

Call Tracking

NV Landscapes

2x

Ad Budget Scaled

PPC

SEO

Paid Social

The Category-Level Takeaway
Contractors and home services businesses that pair disciplined paid search with clean attribution consistently outperform accounts still guessing at lead sources. Power Plumbing, running PPC alongside GA4 and CallRail tracking, posted the category's strongest efficiency gain: a 62% drop in cost per click alongside a 5x return on ad spend.

Ready to Achieve Similar Results?

Let's discuss how we can help you scale your business with integrated digital marketing strategies.

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VIEW MORE CASE STUDIES