

VIIRL DELIVERS 25X ROAS FOR LARSON AC

In the competitive world of air conditioning services, **Larson Air Conditioning** sought to maximize their marketing efforts and lead conversion. **VIIRL** stepped in with its data-driven approach and suite of cutting-edge tools, ready to elevate Larson AC above the noise.

 **702 TOTAL LEADS**

 **\$21 AVERAGE COST PER LEAD**

 **351 LEADS W/ CONTACT**

THE VIIRL SOLUTION

VIIRL deployed a comprehensive strategy utilizing **Lead Close Pro, One Time Boosts, End of Month Boost, Service Titan Integration, and Call Tracking**. This powerful combination was designed to capture, respond to, and convert leads with unprecedented efficiency.

BEYOND METRICS

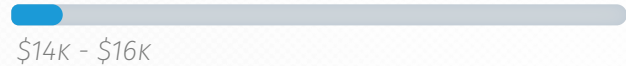
VIIRL's impact on Larson AC: By integrating with Service Titan and implementing call tracking, we delivered real-time insights for continuous improvement. For Larson AC, VIIRL's data-centric marketing strategy translated into more leads, higher quality jobs, and a streamlined operation capable of faster responses and more conversions.

In a competitive market where every improvement matters, VIIRL demonstrated that by focusing on quality and efficiency, Larson AC was able to achieve remarkable results and set a new standard in their industry. This exemplifies the **VIIRL difference: Every Lead, Every Channel, Every Time.**



JULY 2024

Budget



Revenue



Interaction Type (%)



MEASURABLE IMPACT IN ONE MONTH

With a strategic **\$14,000 to \$15,000** ad spend on Yelp, VIIRL delivered exceptional results for Larson AC:

- > 25X Return on Ad Spend
- > \$374,568 in Revenue
- > Significant Increase in quality leads and conversion rates.

Our **One Time Boosts** and **End of Month Boost** strategies captured high-value opportunities, while **Lead Close Pro** ensured rapid response times to incoming leads.

CALL TRACKING	ONE TIME BOOST	LEAD CLOSE PRO	SERVICE TITAN INTEGRATION	END OF MONTH BOOST
				
Call tracking monitors and records lead interactions to evaluate service impact and long-term value	One Time Boost offers brief campaign surges, capturing quality leads during peak times	Lead Close Pro ensures that lead response time and response rate are always at the highest possible score on every channel	This connection offers real-time revenue insights and conversion data for optimal budget allocation	End of Month Boost maintains a full month-long campaign budget unlike most which end early, and secures cheaper leads in the final days