

## VIIRL DELIVERS 4X ROAS FOR TURN IT ON ELECTRIC

In the competitive world of electrical services, **Turn It On Electric** 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 Turn It On Electric above the noise.**



**98 LEADS**



**\$3.69 AVERAGE COST PER CLICK**



**90 QUALIFIED LEADS**

## THE VIIRL SOLUTION

VIIRL deployed a comprehensive strategy utilizing **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 **Turn It On Electric**: By integrating with Service Titan and implementing call tracking, we delivered real-time insights for continuous improvement. For **Turn It On Electric**, **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, Turn It On Electric 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<sup>20</sup><sub>24</sub>

**4X ROAS**



**67**  
Direct Calls From Ad

### Budget



### Revenue



### MEASURABLE IMPACT IN ONE MONTH

With a strategic **\$4,000 - \$6,000** ad spend, **VIIRL** delivered exceptional results for **Turn It On Electric**:

- > **4X** Return on Ad Spend
- > **\$16,305** in Revenue
- > Significant Increase in quality leads and conversion rates.

Our **Call Tracking** and **Service Titan Integration** collected crucial data, enabling **Turn It On Electric** to maintain a data-driven approach for identifying and monitoring high-intent customers.

## CALL TRACKING



Call tracking monitors and records lead interactions to evaluate service impact and long-term value.

## SERVICE TITAN INTEGRATION



This connection offers real-time revenue insights and conversion data for optimal budget allocation.