

# Driving Qualified Painting Project Appointments

## Challenges

A national painting contractor network needed a scalable lead generation engine to support growth across multiple markets. The challenge was building a consistent pipeline of homeowners actively planning painting projects, with success measured by scheduled contractor appointments rather than just lead volume or inquiries.

## Solutions

PGM LeadConnect deployed targeted campaigns designed to reach homeowners researching painting and home improvement services.



**Data-driven audience segmentation to identify high-intent households**



**Campaign optimization focused on appointment conversion**



**Messaging and landing page testing to improve scheduling performance**

## Results

- ✓ **1,776** Qualified Homeowner Leads
- ✓ **355** Painting Project Appointments
- ✓ **20%** Lead-to-Appointment Conversion Rate

After a 9 month campaign the program delivered a steady stream of high-intent homeowners, helping contractors increase scheduled projects while maintaining strong conversion efficiency.