




Scaling a Performance-Based Remodeling Partnership

Challenges





A national remodeling contractor partnered with PGM LeadConnect using a performance-based marketing model tied to closed project revenue. After launching in 2024, the program quickly scaled into one of the highest-performing partnerships in the portfolio, though **early campaigns required optimization to improve revenue per lead and lay the foundation for larger-scale growth.**

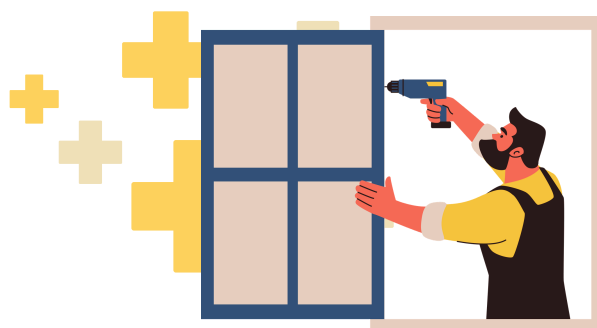
Solutions

PGM LeadConnect refined targeting and scaled campaigns once efficiency improved.

-  **Improved lead quality through refined audience targeting**
-  **Monitored revenue-per-lead performance closely**
-  **Increased lead volume after profitability thresholds were achieved**

Proven Results

-  **4X Increase** in Lead Volume
-  **5.7X Growth** in Billable Revenue
-  **~7X Growth** in Project Revenue
-  **+42% Improvement** in Revenue Per Lead



Within one year, the program transitioned from launch optimization to **scaled, profitable growth.**