



SEO + SEM + SOCIAL CASE STUDY · CLIENT CONFIDENTIAL

## Building a Lead Engine From Zero

How Imerex took a new home renovation brand from no name, no website, and no rankings to page-one search positions and 500+ qualified consultations across six markets.

<b>Client</b>	New York home renovation brand (name withheld)
<b>Category</b>	Home services · luxury residential renovation (high-ticket lead generation)
<b>Engagement</b>	Late 2021 to late 2025
<b>Services</b>	Pre-launch SEO, technical SEO, Google Ads, Microsoft Ads, Meta prospecting and retargeting, creative testing, cross-channel reporting
<b>Model</b>	Lead generation. Every metric is tied to the client's own CRM; search visibility and paid media exist to produce qualified renovation consultations.

<b>0 → 38</b> page-one keywords, 2022 to 2025	<b>78%</b> drop in cost per qualified lead, year over year	<b>500+</b> client-validated qualified consultations	<b>\$1.35M+</b> documented ad spend managed across six markets
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### The Challenge

When an established New York construction firm decided to build a consumer-facing renovation brand, nothing existed yet. No name, no website, no rankings, no leads. The new brand had to win homeowners in the most competitive renovation market in the country, against entrenched contractors and lead-gen marketplaces, in a category where every customer starts with a search. And because a renovation business runs on its pipeline, the lead engine could never be allowed to stall, even while it was being rebuilt and improved.

### The Approach

- Joined before the brand had a name. Imerex worked alongside the brand and web agency from the first wireframes, so SEO was built into the site rather than retrofitted: intent-driven structure and navigation, readable text instead of text baked into images, real testimonials only, and a confirmation page behind every form so conversions could actually be measured.
- Set up a clean, client-owned account architecture from day one: Analytics, Google Ads, Search Console, and Meta Business Manager all created in the client's name, with Imerex as the operator, not the owner.
- Built Google Ads market by market: per-market campaigns and daily budgets across the brand's home market and five expansion markets, with disciplined match-type strategy, continuous search-term mining, and Microsoft Ads tested and kept only where it earned its share.

- Ran Meta as a system, not a side channel: prospecting plus retargeting built on audiences that excluded anyone who had already converted, monthly creative rotation with the client's in-house team, and budget that followed the data when roughly 80% of social conversions proved to come from Instagram.
- Measured against the client's CRM, not ad-platform claims: monthly reporting joined ad data, analytics, and the client's own pipeline, with spam leads filtered out (placement exclusions, honeypot form fields) and honest notes whenever tracking misbehaved.
- Protected lead flow through every change: match-type migrations and campaign restructures were phased deliberately so the business never went dark while the program improved.

## The Results

Search went from invisible to owned. Months after launch the brand had zero top-10 rankings and 0.16% search visibility. Three years later the site held page-one positions for 38 of 97 tracked keywords, 16 of them in the top 3, and search visibility had multiplied roughly 38-fold. The brand's core market terms climbed from the teens, or from outside the top 50 entirely, into the top 5 in its home market, and in its newest expansion market it finished at #1 for the category's head terms.

Paid got better with age. Comparing the same month year over year at roughly the same budget: 13% less spend produced 2.8x the CRM leads and 3.9x the qualified consultations, cutting cost per qualified lead 78%, from \$6,437 to \$1,434. Monthly lead flow grew from 26 to a sustained 140 to 160. Across the documented period the program managed more than \$1.35M in ad spend and produced roughly 2,900 CRM leads and 500+ qualified consultations, every one validated in the client's own pipeline. Google Ads created the demand; Meta retargeting recaptured it; and the brand searches the social ads generated were caught by a dedicated branded campaign.

*Search terms, markets, and client identity masked to protect client strategy. Sources: client CRM and cross-channel reporting (2023 to 2025); third-party ranking reports, 2022 and 2025.*

## Four Years, Six Markets

This was not a campaign. It was a four-year build, from a nameless division of a construction firm to a consumer brand operating across six markets. Imerex was in the account every week: budgets tuned market by market, creative rotated monthly, lead quality reviewed jointly with the client's team, and every recommendation, including the ones that meant spending less, explained in plain language before it shipped.

**A brand built from zero, and a lead engine that got cheaper as it grew.**

**imerex**

