

Playbook Digital

How Measured Marketing Delivered 620% Revenue Growth

Case Study: Onboard Drywall

Challenge

When Onboard Drywall approached Playbook Digital, their advertising efforts were failing to generate real business growth. Despite investing heavily in campaigns, they had no clear understanding of what was working, leading to frustration and financial waste.

Poor Setup

The ad account was misconfigured and was using inaccurate conversion tracking.

Wasted Budget

Working with a freelancer who lacked expertise led to ill-advised spending on non-performing campaigns.

Lack of Reporting and Optimization

Without monthly reports or campaign optimizations, Onboard Drywall had no way to measure success, identify issues, or improve performance.

Solution

Accurate Conversion Tracking

Playbook Digital reset the account by implementing "Thank You Page" conversion tracking to ensure only completed lead form submissions were counted as conversions.

Dynamic Call Tracking

Through Google Tag Manager, dynamic call tracking was introduced to measure call-based leads effectively, giving a complete picture of all lead sources.

Actionable Reporting

Monthly reporting allowed Onboard Drywall to see changes in Return on Ad Spend (ROAS) and other KPIs.

Results

Playbook Digital's strategic approach turned wasted spend into measurable success.

Onboard Drywall now has a reliable system to track, optimize, and scale their advertising, ensuring every dollar works harder for their business.

ROAS
447%

Revenue
+620%

**Schedule a FREE
Analysis Today!**



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