

FOR IMMEDIATE RELEASE · ATLANTA, GA · SEPT. 22, 2026

GEORGIA AD BENCHMARKS.

2026 GEORGIA HOME SERVICES PAID MEDIA BENCHMARK REPORT

Speed-to-lead economics, modular creative and the 6.84× conversion multiplier, from live Meta ad data across Georgia pool, deck and home improvement, window, plumbing and remodeling companies.

Published by Thrivr Productions, an Atlanta paid media agency. Read it online, with the Lead Math calculator: thrivrproductions.com/atlanta-ad-report

TRAILING 90 DAYS · DATA PULLED SEPT. 22, 2026

DATASET SCOPE.

13

AD ACCOUNTS WE MANAGE
12 GEORGIA HOME SERVICE BUSINESSES

\$22,321.44

AD SPEND ANALYZED

1,077

INBOUND LEADS TRACKED

\$1M+

PIPELINE REVENUE ATTRIBUTED
YTD 2026, CLIENT-REPORTED

Pulled from our own ad accounts. Revenue is what our clients reported, and it's labelled that way.

PULLED DIRECTLY FROM THE AD ACCOUNTS WE MANAGE.

We currently manage 13 ad accounts across 12 Georgia home service companies. Here's the raw cost of customer acquisition by trade, trailing 90 days.

TRADE CATEGORY	TOTAL SPEND	LEADS	AVG. CPL	CPM RANGE	CTR	3-SEC HOOK RATE
Inground pools	\$3,060.90	360	\$8.50	\$32.62	3.02%	19.7%
Decks & home improvement	\$9,322.29	467	\$19.96	\$33.64	1.42%	26.7%
Window replacement	\$5,018.95	169	\$29.70	\$27.83-\$52.06	1.61%-2.70%	—
Plumbing	\$3,748.65	59	\$63.54	\$44.91	1.72%	14.7%
Remodeling	\$1,170.65	22	\$53.21	\$85.92	2.97%	—
Dataset totals	\$22,321.44	1,077	\$20.73	\$34.43-\$39.55	1.78%-2.08%	23.1%

Trade categories are aggregated across the client accounts in that category. No individual client account is identified. Blended CPM and CTR are shown as ranges because the window replacement accounts ran across a range; the blended hook rate covers the trades with hook-rate data. Try these numbers on your own trade in [Lead Math](#).

META'S ALGORITHM READS THE CREATIVE BEFORE IT READS THE AUDIENCE.

Historically, media buyers spent 80% of their effort on bidding tactics and interest slicing, leaving 20% for the creative. Modern machine-learning ad networks invert this.

Meta's delivery algorithm reads the words spoken in a video, the visual frame composition and the primary copy to identify and serve the right audience. Creative is targeting now.

01

PATTERN INTERRUPT

A visual element that defies conventional feed polish: an iPhone job-site pan, a candid construction mistake.

02

BURNING INTRIGUE

An unresolved problem or curiosity gap that compels the click.

03

SPECIFIC BENEFIT

An exact, quantifiable outcome targeted directly to a qualified regional audience.

Note: Native formats like raw iPhone walkthroughs, SMS mockups and annotated photos consistently outperform glossy studio commercials and corporate branding.

STATIC ADS TEST THE ANGLE. VIDEO ADS SCALE THE TRUST.

Relying on a single winning creative makes an account vulnerable to ad fatigue. The most profitable accounts run a parallel engine of static validation and high-trust video scaling.

THE TESTING SANDBOX

STATIC IMAGE ADS

52%

of total lead volume

\$5.86

average cost per lead

Low-friction testing for new hooks, pricing and offers. Unfiltered project photos, side-by-side comparisons and quote tear-sheets validate an angle quickly before video production resources are committed.

THE TRUST ENGINE

MODULAR VIDEO ADS

48%

of total lead volume

\$36.70

average cost per lead

Higher upfront lead costs, but delivers pre-sold homeowners with higher show rates.

The assembly line: Never film a static 45-second commercial. Film 3 to 5 separate hooks, 1 core educational body (30 seconds) and 1 call to action (5 seconds). Splice them into 5 unique versions to isolate the exact 3-second hook rate required to scale. More in [how to write a Facebook ad for a home services business](#).

DISMANTLE SKEPTICISM BELOW THE FOLD.

Body copy should support the hook without creating friction. The first three lines, the “slippery lead-in,” must keep curiosity going without repeating the headline. Below the fold, the copy has to take skepticism apart, point by point.

If you're an established Georgia residential contractor doing \$500k+ in revenue looking to eliminate inconsistent seasonal swings, here's what you need to know:

Achieving a predictable 6-10x ROAS is not just about boosting a post or hiring a lead agency that sells the same shared lead to four other contractors in your county.

So, instead of:

- Buying shared directory leads that hang up the second you call
- Wasting nights driving out for in-home estimates only to get ghosted
- Slashing margins just to win jobs against uninsured low-ballers

We'll install our Georgia Trade Acquisition Engine into your business, so you can:

- Keep your crews booked out 6 to 8 weeks in advance
- Automatically connect with inbound leads in under 5 minutes
- Command premium prices and collect deposits on the spot

I'm talking about results like:

- A North Atlanta custom deck builder closing \$433,000 in two months
- A Metro Atlanta plumbing specialist generating \$32,000 in closed work in Month 1

Off Meta, too: The same psychology applies to your website. A landing page that repeats the ad's exact promise in its own headline converts better than one that opens with something generic. The ad and the page should read as one continuous scent trail, not two separate pitches.

LET THE CREATIVE CARRY THE AUDIENCE SIGNAL.

Meta's delivery system increasingly reads the ad itself, the image, the copy, the offer and the landing page, to find the right buyer. Narrow interest stacking and stacks of lookalike audiences carry less weight than they used to. Our exact settings are in [how to set up Facebook ads for contractors](#).

01

BROAD BY DEFAULT

Lock your location, set a wide age range with “Use as a suggestion” unchecked, and leave interests broad. Turn off Advantage+ audience and “Reach more people likely to respond” so Meta can't push your ads outside your service area. Bad leads get fixed with qualifying questions on the form, not tighter targeting.

03

TEST IT, DON'T ASSUME IT

Broad targeting is not automatically the winner for every budget, market or trade. Run it against current targeting on each account and let that account's own data decide.

TWO CAMPAIGNS, NOT TWENTY.

A simpler account structure produces cleaner data than a dozen fragmented ad sets. Every account we manage runs on two kinds of campaign: one that tests and one that scales.

WHERE NEW CREATIVE GETS TESTED

LAUNCH

A leads campaign with Instant Forms and Maximize Number of Leads. Three ads at \$15 a day each, every one with a different hook and the same body, broad targeting, existing customers excluded. Each test runs a full seven days before we judge it.

WHERE PROVEN WINNERS GET EXPANDED

SCALE

The winning campaign is duplicated and the budget is raised on the copy, 30% to 50% at a time. The original is never edited, because any edit can send a winner back into the learning phase. New creative warms up in a separate campaign before the winner fatigues.

Note: We scale when an account is at a 4x return on ad spend or better, and we watch frequency. Once it climbs past 4, fresh creative goes in. More in [why your Facebook ads aren't working](#).

LOCAL GEOGRAPHY AND BUYER PSYCHOLOGY, NOT ONE AD FOR ALL OF ATLANTA.

To win the Metro Atlanta home services market, campaigns have to adapt to local geography and buyer psychology.

TARGETING RADIUS FIRST, ZIP CODES TO TIGHTEN Start with a radius around your main target cities, like Marietta plus 15 miles, and keep the area above about 100,000 people so Meta has room to learn. Once you know where your buyers are, tighten with ZIP codes. For five-figure tickets, high-equity ZIP clusters like North Fulton, Alpharetta, Johns Creek, Milton, Peachtree City and the GA-400 corridor are where we tighten first.	COPY PROOF POINTS OVER MARKETING SPEAK Concrete proof points in the headline, like “86 Leads in 2 Weeks at \$3.16 Per Lead,” consistently outperform generic marketing speak.
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HIGH-CONVERTING OFFER STRUCTURES

01 DESIGN AND MATERIAL UPGRADE CREDITS Offsetting costs against premium finishes, like a \$2,000 credit toward frameless shower glass.	02 DIAGNOSTIC SAFETY INSPECTIONS A full evaluation at zero cost, like a \$149 whole-home water hardness test.	03 SHOWCASE COHORT OFFERS Scarcity-driven regional programs, like selecting 5 homes across the GA-400 corridor to photograph for the portfolio in exchange for preferred rates.
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MEASURE THE MONEY YOU KEEP, NOT WHAT META CLAIMS.

Meta-reported ROAS is a platform metric, not a bank statement. It can overstate how much of a sale the ad actually caused, especially on the attribution window Meta defaults to.

STRICTER ATTRIBUTION

7-day click and 1-day engaged-view attribution, skipping 1-day view-through where possible. It tends to credit the ad for sales it likely didn't cause.

BUSINESS-LEVEL METRICS

New-customer MER, blended ROAS and net cash flow after refunds and fulfillment costs, not the number sitting in the ad dashboard.

A MAXIMUM, NOT A HOPE

A maximum profitable customer acquisition cost gets set before scaling, so “should we spend more” has a number attached to it, not a feeling.

PATIENCE OVER PANIC

A new ad gets at least seven days before judgment. Attribution lag, rising frequency and landing page changes all get checked before the creative takes the blame.

CAC VS. TICKET: THE NUMBER THAT ACTUALLY DECIDES ROI.

Stop optimizing for clicks; optimize for cash collected. A \$53 cost per lead is just as profitable as an \$8 cost per lead when it's measured against the job ticket behind it.

THE PIPELINE REALITY		REALIZED UNIT ECONOMICS	
Blended cost per lead	\$20.73	Effective customer acquisition cost (CAC)	\$550–\$900
Cost per booked estimate	~\$84.00	Average contract value	\$15,000 (remodel/deck) to \$80,000+ (pools)
In-home consultation show rate	75%–85%	Average return on ad spend across clients	7.8x (4x minimum)
On-site close rate (with a physical presentation packet)	30%–45%		

Sustainable scale happens when automated speed-to-lead systems, job-site video creative and on-site sales presentations work together. Run your own trade through [Lead Math](#).

EVERY ACCOUNT WE MANAGE RUNS A/B TESTS AT ALL TIMES.

We test primary text, creative (video vs. static image), opening hooks, headlines and lead forms against each other. Budget shifts to the winning version, and the loser gets replaced with a new test. Nothing runs unchallenged indefinitely.

In practice: When a video's body is already working, we test new opening hooks on that same video before paying for a new shoot.

THE LEVER THAT DECIDES WHETHER ANY OF THE ABOVE CONVERTS.

Everything above, the cheap leads, the tested creative, the disciplined measurement, comes down to one number: how many of those people actually get a callback. None of it pays off if the phone doesn't get answered.

Meta ad inquiries carry high intent with a steep decay curve. When a homeowner submits a form, they're in the mental space of solving their problem, and that intent drops with every passing hour. Once leads are flowing at the cost per lead shown above, speed to lead is the single highest-leverage lever left to pull.

01	02	03
FORM SUBMITTED	YOUR PHONE RINGS	PRESS 1
A homeowner submits a Meta Instant Form.	An automated CRM bridge rings the contractor's phone instantly.	The contractor presses 1 to dial the lead right away.

6.84x

HIGHER BOOKED-CONSULTATION RATE WHEN THE BRIDGE FIRES WITHIN 5 MINUTES

Across 1,077 tracked leads, compared with the industry-standard 24-hour response window. Contractors who paired that fast response with an on-site physical sales presentation (3D renderings, documented timelines, warranty certificates) more than doubled their on-site deposit collection rate.

STRAIGHT ANSWERS.

What is the average cost per lead for Meta ads in the Georgia home services market?

The blended average is \$20.73 per lead across 1,077 tracked leads and five trades in a trailing-90-day dataset pulled Sept. 22, 2026. It ranges from \$8.50 per lead for inground pool builders to \$63.54 for plumbing, with decks and home improvement (\$19.96), window replacement (\$29.70) and remodeling (\$53.21) in between.

How much faster should a contractor call back a Meta ads lead?

Within 5 minutes. Across 1,077 tracked leads, starting an automated phone bridge within 5 minutes of form submission produced a 6.84× higher booked-consultation rate than the industry-standard 24-hour response window.

Do static images or video ads generate cheaper leads for home service companies?

Static image ads produced leads at \$5.86 on average and made up 52% of total lead volume, while modular video ads produced leads at \$36.70 on average and made up 48% of volume in this dataset. Static ads work best as a low-cost testing sandbox for new hooks and offers; video ads cost more per lead but deliver pre-sold homeowners with higher show rates.

What ZIP codes perform best for Georgia home service Meta ads?

For five-figure project tickets, high-equity ZIP clusters like North Fulton, Alpharetta, Johns Creek, Milton, Peachtree City and the GA-400 corridor. We start with a radius around the target cities, keep the area above about 100,000 people, then tighten to those ZIP codes once we know where the buyers are.

What ROAS should a high-ticket home service business expect from Meta ads?

At least 4x return on ad spend, measured as revenue closed divided by ad spend. Across our clients the average is 7.8x, and our best accounts run far above that when automated speed-to-lead, job-site video creative and on-site sales presentations work together, against an effective customer acquisition cost of \$550–\$900 and average contract values of \$15,000 to \$80,000+.

METHODOLOGY.

This benchmark report is compiled from live, anonymized client data managed by Thrivr Productions. Creative and hook strategies are pre-validated through a mastermind collective of 50+ national paid media buyers managing millions in monthly Meta spend.

ABOUT THRIVR PRODUCTIONS

Thrivr Productions is an Atlanta-based paid media and video production agency serving high-ticket home service businesses. We build customer acquisition systems that combine modular video creative, hyper-local Meta advertising and automated CRM speed-to-lead.

MEDIA CONTACT AND AD ACCOUNT REVIEWS

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Free ad account review: thrivrproductions.com/book