Roof Maxx Increased SQL Volume By 200% And Increased Their Conversion Volume By 111% Through Customized Ads And Super Lookalike Audiences

Roof Maxx Technologies is the world's first all-natural asphalt roof rejuvenator who are pioneering the way their industry provides sustainable and affordable roof services. By increasing the service life of an asphalt roofing system, they've partnered with world-class technology partners Battelle Labs, The Ohio State University, and The Ohio Soybean Council to launch sustainable roofing.

Being the first of their kind, Roof Maxx was enthusiastic to begin but needed help getting leads. KlientBoost provided them with ad management, ad creation, copywriting, and designers, essentially being a one-stop-shop for the new brand launch. The results? **KlientBoost helped increase conversion volume by 111% and increase SQL volume by 200%.**
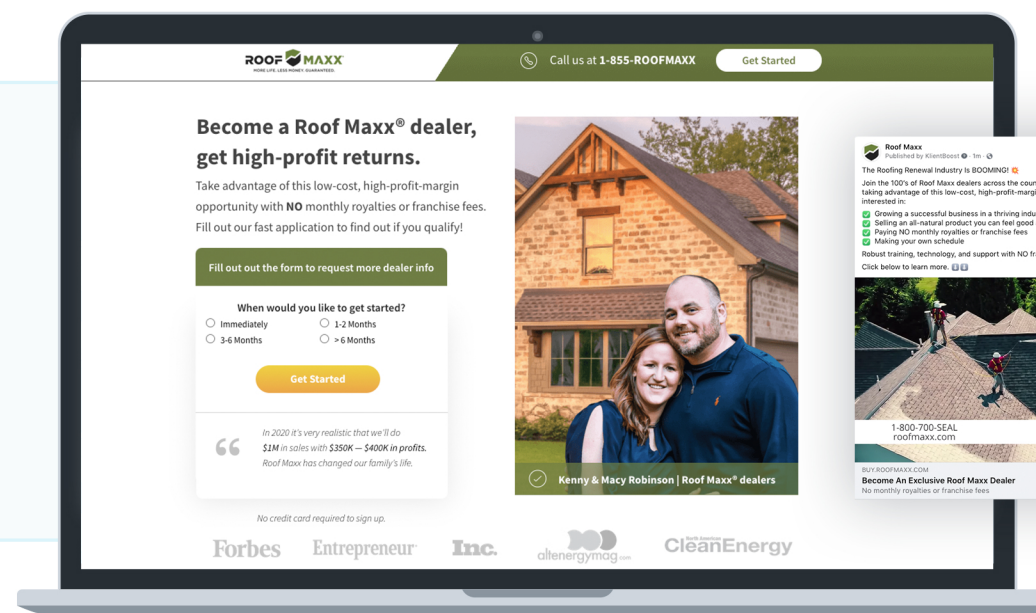
The Results

↑ **200%**
Increase in SQL Volume

↑ **111%**
Increase in Conversion Volume

↑ **16%**
Increase in Conversion Rate

How We Did It:

- Facebook Power 5
- Dynamic Ad Testing
- CRO Landing Pages
- Custom Ad Creative
- Super Lookalike Audiences

"Normally, even decent-sized ad management firms just do ad management and nothing else. The nice thing about KlientBoost is that they're a one-stop-shop. You can get nearly everything that you need as it relates to ad management, ad creation, copywriting, and design done by them. We have our own internal copywriters and designers, but they have seamlessly collaborated with our team. Klientboost is hard to beat. Our return on investment is rock solid! The strategic approach has helped us get better results, both in terms of return on investment, and quality of leads. Having higher quality leads has helped our sales teams perform better and be more effective."

David Fox - Chief Marketing Officer | Roof Maxx Technologies