



Case Study:

Bay Area Home and Living Magazine Advertising Performance

Overview & Strategy

A local fence company partnered with Hearst Bay Area, their home services provider, to test the effectiveness of print advertising through the Bay Area Home & Living Magazine in generating leads and conversions. Over two months, the company ran a full-page advertisement reaching approximately 438,000 households. The primary goal was to assess the return on investment (ROI) and the overall quality of leads generated through this campaign.

Campaign Objectives

- Drive inbound calls from prospective customers.
- Convert calls into scheduled estimates.
- Convert estimates into paid installations.
- Evaluate the cost-effectiveness of print advertising in a high-distribution magazine.
- Assess the feasibility of a long-term advertising contract.

Performance Results

Lead Generation & Conversion Rates

- **Total Calls Received:** 27 (including 2 test calls, leaving 25 qualified leads).
- **Call-to-Estimate Conversion Rate:** 70.6% (12 estimates scheduled out of 17 calls in the last month).
- **Estimate-to-Install Conversion Rate:** 16.7% (2 installations completed from 12 estimates).
- **Call-to-Install Conversion Rate:** 11.8% (2 installations from 17 calls).

Financial Metrics

- **Total Ad Spend:** \$770 (Ad: \$750 + Phone Number Fee: \$20).
- **Revenue Generated:** \$11,000+ in billable services.
- **Return on Ad Spend (ROAS):** 14.29x (\$11,000 / \$770).
- **Net Revenue (Before Other Business Expenses):** \$10,230.

Cost Per Action

- **Cost per Lead (Call Received):** \$45.29.
- **Cost per Estimate Scheduled:** \$64.17.
- **Cost per Install Secured:** \$385.

Key Takeaways

- While the overall response rate was lower than expected, given the reach of 438,000 homes, the quality of leads received was strong, with a 70.6% conversion rate from calls to estimates.
- The revenue generated from the campaign significantly outweighed the advertising costs, yielding a **14.29x ROAS**, demonstrating high profitability.
- A lower volume of responses may suggest a more targeted and engaged audience rather than a high number of unqualified leads.
- The results indicate the potential viability of maintaining a long-term advertising strategy with Bay Area Home and Living Magazine.

Conclusion

Despite a modest response rate, the campaign delivered **high-quality leads and strong financial returns**, proving that Bay Area Home and Living Magazine can be a profitable advertising channel. With a **14.29x return on ad spend** and an **\$11,000+ revenue outcome**, the business is considering committing to a long-term advertising agreement. Future campaigns may optimize ad messaging to increase engagement while maintaining cost efficiency.

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About our Bay Area Home and Living Magazine.