Struggling to Find Your Ideal Customer?

TOP PERFORMANCE CHANNELS

HOME SERVICES EDITION

Home services marketers already know which channels can drive *volume*, but what about *quality*?

SEARCH
Be there when urgency strikes
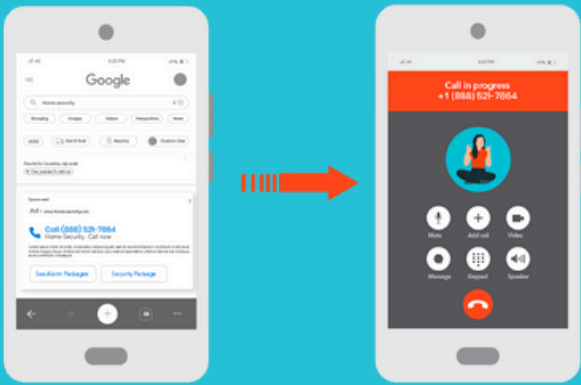
Built for local targeting
With keyword-based targeting and geographic filters, you can serve ads only in ZIP codes that drive conversions and avoid wasting spend in low-performing areas.

Tailored campaigns convert better
Customize ads by time, device, user behavior, or local weather to match what your customer needs, when they need it.

High-intent queries = ready-to-book leads
When someone googles "home security," they're not casually shopping around - they're ready to purchase. Search ensures you're visible at that moment.

SOCIAL
Meet customers where they scroll

Reach users in the right mindset
A homeowner scrolling through Instagram may stop and book when they see a compelling local offer.
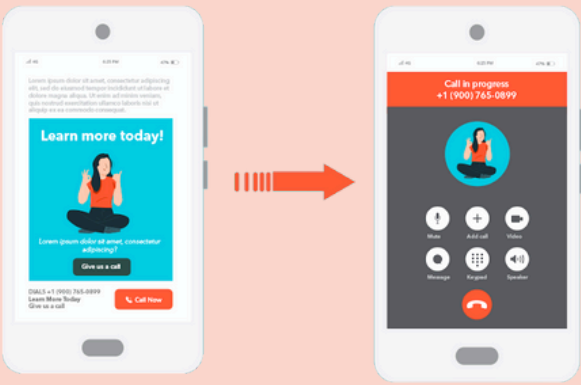
Low-friction CTAs drive action
Features like "Book now" or "Contact us" buttons remove extra steps, making it easier for users to convert without leaving their feed.

Optimized for mobile interaction
Most social leads convert on mobile, making it a perfect channel for services that require quick decisions and immediate scheduling

Behavior-based targeting = better leads
Narrow your reach by interests, life stage, or behavior (like recent movers or new homeowners), so you're connecting with those most likely to need your product/service.

PROGRAMMATIC
Stay relevant without being disruptive

Precision targeting refines quality
Use behavioral and interest-based data to get in front of users already researching homeservices needs.

Scalable without waste
Real-time optimizations focus spend on the placements and audiences that are driving outcomes, helping you scale while keeping quality high.

Content-driven placements build trust
A well-timed placement on a relevant article can nudge users to act without interrupting their experience.

Ready to scale without sacrificing quality?

Partner with the Perform[cb] Outcome Engine to optimize for incrementality, quality, and growth - while *only* paying for results.