

The account showed thousands of conversions per month. Costs per lead as low as \$1. Numbers that looked incredible — until you realized none of it was real. Bots, broken tracking, and double-counted conversions had inflated everything.

**410**

**Verified Leads**

Since Sep 2025

**\$95**

**Blended CPL**

Real leads only

**26x+**

**Min. ROI**

Per rental contract

**6 mo.**

**To Stable Pipeline**

Sep 25 to Feb 26

## 410 Real Leads. \$95 Per Lead. At avg. \$2,500–\$4,500/mo rental value vs. \$95 CPL.

### THE CHALLENGE

The account showed thousands of conversions per month at \$1-5 per lead — numbers that looked incredible until you realized none of it was real. Bots, broken tracking, and double-counted conversions had completely inflated the data. The campaigns were optimizing toward phantom leads, and the sales team had no reliable pipeline to work from.

### WHAT WE DID

Took over in September 2025 and rebuilt the tracking setup from scratch. No more bot traffic counted as leads. No more double conversions. Just real people submitting real requests for real equipment rentals. Then restructured the campaigns around verified lead actions and let the data actually mean something.

### THE RESULTS

410 verified leads generated since takeover at a blended cost of \$95 per lead — on clean, trustworthy data. The account is stabilizing month over month as campaigns optimize on real signals. The math that matters: a single ride-on floor sweeper rents for \$2,500–\$4,500 per month. One closed lead at a \$95 CPL returns 25–47x on the first invoice alone — and equipment rentals repeat.

### THE BOTTOM LINE

They went from a dashboard full of numbers that felt too good to be true — because they were — to a system that tells them exactly what is working. Real leads. Real pipeline. Real decisions.

### THE IMPACT

- Eliminated bot traffic and phantom conversions that had made the account look inflated
- Rebuilt tracking from scratch — every conversion now tied to a real lead action
- Generated 410 verified leads at \$95 each on clean, trustworthy data
- Single rental contract at \$95 CPL returns 26x+ on the first invoice alone