

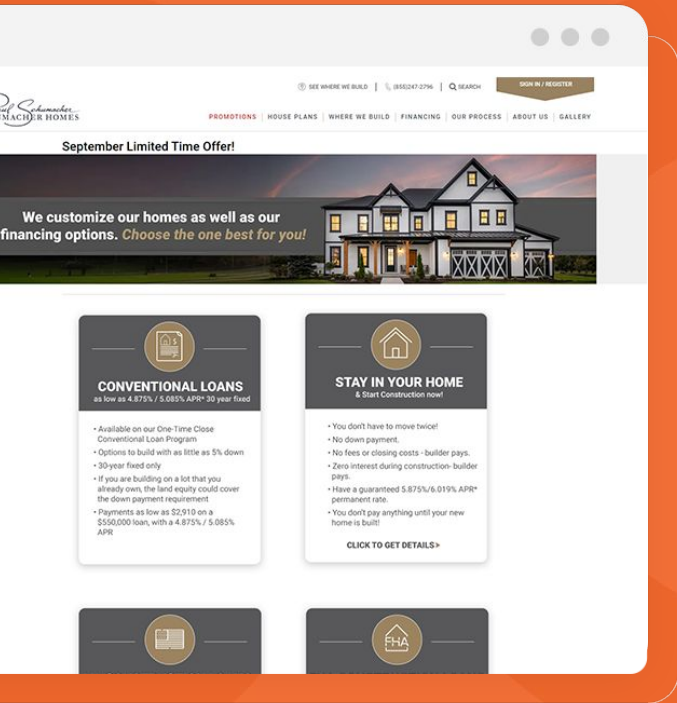
CUSTOM HOME BUILDER

CASE STUDY

Proving to Schumacher Homes that Meta ads *can* drive affordable, quality leads

**with the right strategy*





The Challenge

Schumacher Homes viewed Meta as a platform for awareness but not a good lead driver.

In their mind, the platform was good for remarketing leads, and middle of funnel on-platform forms (which is a softer lead versus a website form lead), but not for true leads that they can pass to their sales team.



SINGLE GRAIN &

Paul Schumacher
SCHUMACHER HOMES

Our Goal

**Use Meta To Drive
High-Quality Leads**





Schumacher
ACID & HOMES

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SIGN IN / REGISTER

PROMOTIONS | HOUSE PLANS | WHERE WE BUILD | FINANCING | OUR PROCESS | ABOUT US | GALLERY

Loan Options

Schumacher Mortgage LLC (NMLS #131126) is Schumacher Homes' affiliate, which specializes in construction loans. Together, we will make your dream home building a smoother experience from start to finish.

Construction Lending Options to Build Your Dream Home

- If you are building on a lot that you already own, the land equity could cover the down payment requirement.
- You can finance the cost of the land and construction together.
- No loan extension fees with rate lock guarantee.

One-Time Close Loan Options

With the loan options below, interest rates are locked prior to construction beginning. Once construction is complete, the mortgage will convert to permanent financing. This saves you money by having one appraisal and one set of closing costs.



Categories

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Build your custom home today with confidence and sleep comfortably with financial peace of mind for years to come.

No-Cost Refinancing
This special offer is designed so that Schumacher Homes clients can take advantage if interest rates are lower after closing, with a no-cost refinancing! Schumacher Mortgage will cover all costs including any 3rd party fees. This offer is good for up to 5 years from the conversion of the construction loan to permanent financing, and the client can apply for the refinance 180 days after the Certificate of Occupancy is received.

Rate Lock Guarantee
Schumacher Mortgage gives you peace of mind by locking interest rates prior to construction and financial protection from loan extension fees that other lenders don't. If construction time extends beyond the length of your construction loan due to building circumstances beyond everyone's control (such as supply chain issues or weather), then Schumacher Mortgage will extend your rate lock period at no cost. *Interest fee, and your interest rate will reset change.



The Process

Part of the reason Schumacher Homes had struggled with Meta is because their campaigns had not driven quality leads. We made driving higher quality leads a focus for our campaign.

We started by focusing the campaign around a specific audience - Veterans, advertising the benefit of using the VA loan with a custom home.

We also chose to drive leads to the website versus Meta's on-platform forms to ensure we were capturing quality leads that could easily pass to the sales team.



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Obstacles

Schumacher Homes falls into the “housing” category of ads on Meta. This means they have targeting limitations compared to most other advertisers.

Only select interests are available to help feed the algorithm, and none of them are specific to the military. To make it trickier, no lookalike audiences can be used.

This meant, we had to lean into the creative informing the algorithm who to show the ad to once it started to perform.

The Results

CPL of website leads ~\$65 which matches search lead costs.

Previously Meta drove more on-platform leads which the client didn't think were quality. This helps the client believe that we can drive quality leads from prospecting on Meta.

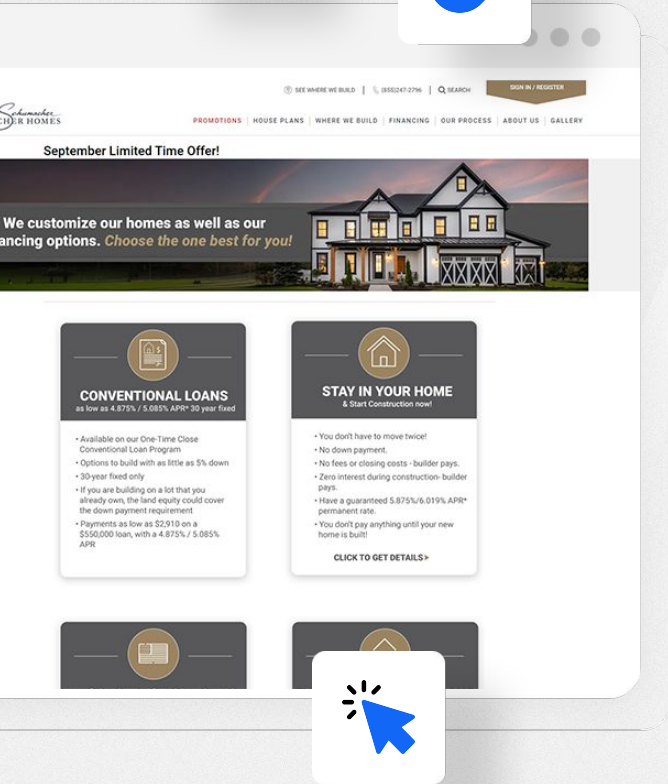
VA_Yellow IMG BOF Book N...	VA_Blue IMG BOF Book No...	
Spend	\$1,348.91	\$527.19
Impressions	74,007	33,913
Leads	24	5
Click to leads	5.62%	2.6%
CTR (outbound)	0.58%	0.57%
Cost per lead	\$56.20	\$105.44



Notes

We tested two ads to start and already have iterated on those once within the month time frame - getting fresh ads in front of our audience is key.

We are now testing into other new audiences on Meta to see if we can replicate the success with other segments and specific messaging to reach them.



CASE STUDY

CUSTOM HOME BUILDER

How We Drove Quality Leads for Schumacher Homes by Leveraging Meta

The customer viewed Meta as a platform for awareness but not a good lead driver. In their mind, the platform was good for remarketing leads, but not for true leads that they can pass to their sales team.

In July, we tested a prospecting campaign on Meta driving to the website, instead of to on-platform forms, for a specific audience - Veterans, advertising the benefits of using the VA loan with a custom home. Our CPLs were about the same price as we see on search platform and we were able to drive 29 website leads for ~\$65 per lead.

Previously Meta drove more on-platform leads which the client didn't think were quality. This helps the client believe that we can drive quality leads from prospecting on Meta.

75K+

overall impressions

30

quality leads

5.62%

clicks to leads