

# From Wasted Ad Spend to 300%+ ROI



How one Ontario HVAC company stopped burning \$6,000/month on Google Ads and replaced it with an AI-driven pipeline that delivered results from day one.

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**\$6K+**

**Monthly Ad Spend Recovered**  
redirected from wasted Google Ads

**\$14K+**

**Chat AI Revenue — Q1 Alone**  
billed directly to the client

**300%+**

**ROI on AI Lead Furnace**  
achieved in the first quarter

## The Problem

This Ontario HVAC company was spending over \$6,000/month on Google Ads. On paper it looked like activity. In reality, less than \$1,000/month in revenue could be traced back to those ads.

- No call tracking — zero visibility into which source drove each lead
- \$6,000+/month in spend producing under \$1,000/month in traceable revenue
- Growing owner frustration with no data to prove the problem

## Our Approach

We plug in on top of existing tools — no rip-and-replace. This client uses Housecallpro for service and booking. We kept it.

- Dedicated tracked call numbers via HighLevel — one per traffic source
- Chat AI on the website for after-hours and overflow lead capture
- Email automation to nurture leads that didn't convert immediately
- Bi-monthly strategy sessions to review data and refine tactics

## The Proof

Six months of call tracking made the truth undeniable — Google Ads were producing exposure, not revenue. The Chat AI generated \$14,000+ in billed work in Q1 alone: a 300%+ return on the full cost of our service in three months.

## Client Snapshot

<b>Industry</b>	HVAC — Residential & Commercial
<b>Location</b>	Ontario, Canada
<b>Existing Tech</b>	Housecallpro (kept in place)
<b>Engagement</b>	Active client — 12+ months
<b>Meeting Cadence</b>	Bi-monthly strategy sessions

## Before vs. After

	BEFORE	AFTER
<b>Lead Source Visibility</b>	None	<b>Full — per channel</b>
<b>Monthly Ad Spend</b>	\$6,000+/mo	<b>Redirected</b>
<b>Ad-Attributed Revenue</b>	Under \$1,000/mo	<b>Tracked &amp; growing</b>
<b>After-Hours Coverage</b>	Missed calls	<b>Chat AI — 24/7</b>
<b>Q1 AI-Driven Revenue</b>	—	<b>\$14,000+</b>
<b>ROI on Service</b>	Unknown	<b>300%+</b>

*"I could see exactly where every dollar was going. For the first time I had proof — and the Chat AI paid for itself many times over in the first quarter."*

— HVAC Business Owner, Ontario

## Is Your Ad Spend Working For You?

Book a free 20-minute pipeline audit. We'll show you exactly where your leads are coming from — and where they're leaking out.

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