

Here are the versions of the headline:

1. Need A New Roof? \$1,000 Off. Limited-Time.
2. Need A New Roof? \$1,000 Off. FREE Inspection.
3. Leaky Roof? \$1,000 Off Replacement
4. Roof Damage? \$1,000 Off Replacement
5. Roof Needs Replacing? \$1,000 Off. Limited-Time

Here is the description: ★★★★★ 100+ Reviews

Here is the call-to-action: Get Quote

Here are the versions of the body text:

VERSION 1

(CITY) HOMEOWNERS 🏠

Get **\$1,000 Off** Your Roof Replacement plus a **FREE** Roof Inspection for a **limited time!** 📄

✅ Top-Quality Roofing with **Premium** Materials

At (Business Name), we use only the best products to ensure your roof lasts for years, while being backed by our skilled craftsmanship.

✅ Experts with 40+ Years Of Experience

With over 40 years of combined experience, our team at (Business Name) has completed thousands of roof projects.

✅ Local, Licensed, and Insured Family-Owned

As a proud, local family-owned business, we've built a reputation for trust and reliability in the (City) area.

Wondering if your roof is due for a replacement?

Find out with our **FREE** roof inspection!

Click the link below to claim **\$1,000 off** your roof replacement before this limited-time offer ends!

[link to landing page]

VERSION 2

(City) HOMEOWNERS

👉 For a limited time, we're offering **\$1,000 Off** your roof replacement + a **FREE** Roof Inspection to ensure your home stays protected.

✓ Premium Materials & Skilled Craftsmanship

We only use the best products to ensure your roof lasts for years to come.

✓ 40+ Years Of Experience

With 40+ years of experience and thousands of successful roof projects, (Business Name) is (City)'s trusted family-owned roofer.

✓ Licensed, Insured, & Family-Owned

(Business Name) is a local business with deep roots in (City), trusted by homeowners like you.

Wondering if your roof is due for a replacement?

Find out with our **FREE** roof inspection!

Click the link below to get in touch!

[link to landing page]

VERSION 3

(City) HOMEOWNERS 🏠

Save **\$1,000** on your roof replacement for a **limited time** + get a **FREE** Roof Inspection today!

At (Business Name), we use premium materials and bring **40+** years of experience to every project to make sure your roof lasts.

✓ Top-Quality Roofing

✓ Licensed, Local, and Family-Owned

✓ Thousands of Projects Completed

Don't miss this limited-time offer—click the link below to contact us and book your **FREE** inspection and claim your **\$1,000** off now!

[link to landing page]

Below is the script from the video ad creative. I have not included the actual video in order to protect the privacy of the client, but I have included a short breakdown of the scenes.

Hi (City). This is (Owner Name) here with (Business Name). We're offering a \$1,000 discount off of a full roof replacement plus a free roof inspection for a limited time! For over 40 years, my family has been doing roofs in the (City) area and this is our way of saying thank you for the trust and support you've given us over all these years.

Your home deserves a roof that lasts. At (Business Name), we use premium materials and expert craftsmanship to make sure that every detail is done correctly.

This limited time offer won't last forever so if you're concerned about your roof, now is the perfect time to take action. Our friendly respectful crew will take care of your home as if it is their own. So click "Get Quote" to schedule a free roof inspection and lock in \$1,000 off your roof replacement today!

Short breakdown of the scenes:

Scene 1: The owner is standing on a roof and the ongoing project can be seen in the background.

Scene 2: The owner stands in front of one of their trucks and the truck's wrap is showed off.

Scene 3: The owner stands in front of the home with the roof almost completed.

TARGETING:

The targeting is quite simple. There is only 1 ad set. I am targeting the area of the city + 25 mile radius. The audience size is 1.1M to 1.3M. The age is set from 30-65+. Advantage+ audience is on. Placements are only in Feed and Reels (as Professor Andrew recommended).

Before, I tested interest-based targeting with keywords but it generated absolutely zero results. I tried to target higher-income homeowners but that also generated low results and Meta was just burning through the entire budget.

Here are pictures of all the KPIs so far:

1 selected x		Ads		1 selected x			
A/B test	Preview	More	Columns: Performance a...	Breakdown	Reports		
Delivery ↑	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	
Learning	7-day click or 1...	—	657	1.36	—	\$25.00	
		Website Lead			Per Lead	Daily	
	7-day click or ...	—	657	1.36	—		
		Website Lead	Accounts Center acco...	Per Accounts Center a...	Per Lead		

1 selected x	Ads	1 selected x						
A/B test	Preview	More	Columns: Performance a...	Breakdown	Reports			Charts
Amount spent	Ends	Quality ranking Ad relevance ...	Engagement rate ranking Ad relevance ...	Conversion rate ranking Ad relevance ...	Impressions	CPM (cost per 1,000 impressions)	Link clicks	
\$37.28	Ongoing	—	—	—	895	\$41.65	5	
\$37.28 Total spent					895 Total	\$41.65 Per 1,000 Impressions	5 Total	

ected x	Ads	1 selected x						
A/B test	Preview	More	Columns: Performance a...	Breakdown	Reports			Charts
CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Clicks (all)	CTR (all)	CPC (all)		
\$41.65	5	\$7.46	0.56%	25	2.79%	\$1.58		
\$41.65 Per 1,000 Impressions	5 Total	\$7.46 Per Action	0.56% Per Impressions	25 Total	2.79% Per Impressions	\$1.49 Per Click		

At the moment, I really need help with the ad itself. The effectiveness of the landing page can't even be determined yet because almost nobody is going onto the landing page. Also, I have now been running this ad for a bit more than 1 day. The reason why I'm worried at this point, is because, it is generally good to start seeing leads or at least a bunch of clicks within the first 24 hours.