Protocol
LEAD GENERATION

CASE STUDY · HOME SERVICES · MOLD & ASBESTOS

How Environix cut its cost per new customer by 71%

An early adopter of online advertising was watching its returns shrink as competitors crowded in, just as it launched asbestos testing and abatement. Protocol rebuilt its SEO, ads, landing pages and mobile experience across five websites, and the phone started ringing again.

8.8% → 30.2%

LEAD CONVERSION RATE

A 243% increase for mold inspection and remediation.

$102 → $30

COST PER LEAD

On the same $9 cost per click.

$185 → $54

COST PER NEW CUSTOMER

Profit per inspection rose from $215 to $346.

28%

ASBESTOS CONVERSION RATE

A brand-new service line, profitable from launch.

THE CHALLENGE

An early lead that competitors caught up to

Environix, one of the largest environmental services firms in Washington's Puget Sound area, opened in 2002 spending about $5,000 a month on Yellow Pages ads.

Moving online early paid off: with few competitors advertising, new customers were easy to win. Ten years later the market had changed. Competition had multiplied, customer acquisition costs had climbed, and the return on every marketing dollar was shrinking.

At the same time, Environix launched two new services, asbestos testing and asbestos abatement, that needed to be promoted from scratch. Its sites were dated, hard to use on phones and slipping in search results.

> **"Lately I've been losing business as more and more competitors advertise online."**
>
> JAMES MALLORY, CEO

CLIENT
Environix Testing and Remediation

FOUNDED
2002

SERVICE AREA
Greater Puget Sound, Washington

SERVICES
Mold inspection and remediation, asbestos testing and abatement, lead testing, indoor air quality

CUSTOMERS
Residential, commercial, land and marine

WEBSITES
Environix.com plus four specialty sites

WHAT PROTOCOL DID

Get found, convert every visit, work on every phone

1

Search rankings across five sites

White-hat SEO for Environix.com and four specialty sites. Many pages reached page one, and organic traffic more than doubled on each specialty site.

2

Smarter ads and landing pages

Rebuilt pay-per-click campaigns for crowded mold and asbestos markets, with landing pages built around clear calls to action.

3

Mobile-first, easier to use

Mobile-friendly redesigns with new copy and structure. Bounce rate fell 50%; time on site and pages per visit more than tripled.

THE RESULTS

More customers for far less, on old and new services

Existing mold campaigns improved on every measure, and the new asbestos campaign became an added source of profit.



More profit on every inspection

$215
Profit per ad-driven inspection, before

$346
Profit per ad-driven inspection, after

+61%
More profit on every inspection

A new service line, profitable from launch

The same approach worked for asbestos testing and abatement: 28% conversion and $71 per lead, even at $21 a click.

Mold inspection · Mold remediation · Asbestos testing · Asbestos abatement · Lead testing

JM

"Protocol helped me be more competitive, not just with AdWords, but with my entire web presence. I'm on page one with Google, and my phone is ringing like it hasn't in years."

James Mallory · CEO, Environix

Mold pay-per-click results before and after Protocol at a $9 cost per click; before figures are representative of Environix's recorded ranges. Assumes 55% of leads become customers and a $400 average inspection.

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PROTOCOL TODAY

Exclusive, ready-to-book leads for your business

Everything we learned building campaigns like Environix's now powers our home service lead programs. We run the ads, landing pages and AI search visibility, and you get the customers, never shared with a competitor.

Exclusive leads
Every lead goes to one business only.

Built around your services
Campaigns and pages for each service and city you cover.

Tracked end to end
Know exactly what each customer costs.

Found in AI search
Visible where people now ask ChatGPT and Google's AI.

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