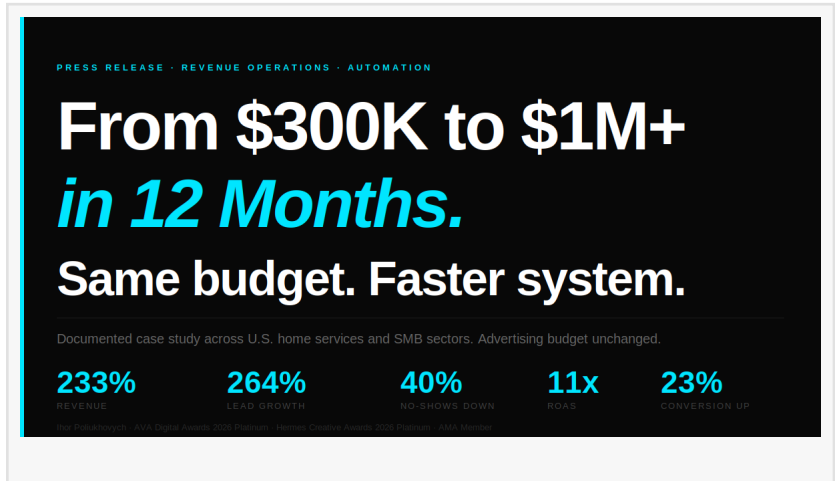


Automation Infrastructure Delivers 11x ROAS for U.S. Home Services Company, Data Shows

Measurable ROI of ALACF Implementation in U.S. Home Services

NEW YORK, NY, UNITED STATES, May 10, 2026 /EINPresswire.com/ -- A U.S.-based home services company has documented an 11-to-1 return on advertising spend following the deployment of an integrated lead conversion infrastructure, according to operational data reviewed across a twelve-month measurement period.



The company invested \$17,000 in digital advertising and generated 300 leads. Of those, 100 converted to scheduled appointments and 20 to closed contracts at an average contract value of \$10,000, producing approximately \$200,000 in directly attributable revenue. A third documented

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The same advertising budget. The same sales team. A faster system.

Revenue grew from \$300,000 to over \$1,000,000 in twelve months - without increasing ad spend.”

Ihor Poliukhovych, Revenue Automation Specialist, ALACF Framework

engagement in a higher-ticket home services vertical produced 311 leads from a \$20,000 advertising investment, resulting in 50 appointments, 5 closed contracts at \$50,000 each, and approximately \$250,000 in revenue from a single campaign cycle.

The challenge in each case was not advertising performance. Leads were being generated through digital channels, but a large portion were never being reached in time to convert. Response delays, missed appointments, and manual follow-up failures were systematically eroding the return on advertising investment.

The infrastructure deployed by revenue automation specialist Ihor Poliukhovych integrated advertising channels, CRM platforms, SMS communication tools, and appointment scheduling systems through a custom API bridge architecture. The system activated within seconds of each lead submission, routing data simultaneously to internal systems and initiating automated client engagement without human intervention. Response time, previously measured in hours, was

reduced to under five minutes. Appointment confirmations, reminders, and reschedule options were fully automated. Team accountability was enforced through a real-time notification protocol requiring acknowledgment within a five-minute response window. Call quality was monitored through AI-powered transcription and performance analysis.

In the primary documented case, a home remodeling company saw qualified lead volume increase from 55 to over 200 annually, a growth of 264 percent. Revenue grew from approximately \$300,000 to over \$1,000,000 in the same twelve-month period, representing a 233 percent increase. Appointment no-shows declined by over 40 percent and overall conversion rates improved by 23 percent. The company expanded its workforce by more than five employees during the measurement period to meet increased production demand.

The data across all documented cases point to a consistent conclusion: for U.S. small businesses in high-ticket service verticals, the limiting factor in revenue growth is often not demand generation but demand conversion. Advertising budgets remained unchanged across all measurement periods. The performance improvement was operational.

Poliukhovych, a Platinum Award recipient from both the AVA Digital Awards and Hermes Creative Awards and a member of the American Marketing Association, has deployed this infrastructure across multiple U.S. home services and SMB engagements. The documented results establish a replicable framework for revenue growth through operational automation rather than increased advertising spend.

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