Saltys Media Reports More Than $20 Million in Revenue Generated for Contractor Clients

TAMPA, FL, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Saltys Media, a performance marketing agency serving roofing, HVAC and other home service contractors, today announced that its paid-advertising and landing-page campaigns have generated more than $20 million in revenue for its client base. The milestone reflects the agency's practice of evaluating campaign performance through booked jobs and closed revenue rather than lead volume alone.

Since its founding, Saltys Media has generated more than 1 million qualified leads and served over 400 contractors across the United States and international markets. The company has maintained an average rating of 4.9 out of 5 across reviews on two major online platforms.

Saltys Media develops custom paid-advertising campaigns across search, social media and other digital advertising channels. Each campaign is paired with a custom-built landing page intended to convert advertising traffic into inquiries from prospective customers. Across client accounts, these landing pages have recorded an average conversion rate of 9.0%, which the company reports is approximately twice the home service lead-generation industry benchmark.

The agency's performance model connects advertising activity with outcomes reported by contractor clients. Rather than treating each submitted inquiry as the final measure of a campaign, Saltys Media tracks how paid traffic progresses through the contractor's sales process. The resulting analysis focuses on signed contracts and revenue attributed to campaign-generated opportunities, while also accounting for lead flow and landing-page conversion rates.

Jett Collins, founder and CEO of Saltys Media, established the company's measurement approach around the amount of advertising spend that results in signed contractor agreements. The reported $20 million milestone represents client revenue associated with homeowners who entered contractor sales pipelines through Saltys Media campaigns and subsequently completed purchases.

Saltys Media works exclusively with established contractors and applies review-based eligibility criteria before beginning an engagement. Prospective clients must have at least 50 reviews across major online platforms and maintain an average rating of 4.5 stars or higher. The agency uses these requirements to identify contractors with an existing operating history and the

capacity to manage and convert paid customer inquiries.

Reported client outcomes include more than $80,000 in signed contracts attributed to one roofing contractor's campaigns. Another roofing service organization credited Saltys Media with generating more than 500,000 leads for its operations. Additional contractor clients have reported consistent week-over-week lead flow that has supported their internal planning and sales activity.

The agency serves contractors in roofing, HVAC, painting, plumbing and electrical services. Its campaign structure is designed around the sales conditions of these categories, where customer inquiries can involve inspections, estimates, follow-up communication and signed project agreements. Saltys Media uses landing-page conversion data alongside contractor-reported sales outcomes to assess how campaigns perform beyond the initial inquiry.

The revenue milestone follows the company's expansion to a client base of more than 400 contractors in domestic and international markets. Saltys Media attributes the scale of its lead generation to the combined use of paid media campaigns and dedicated landing pages, with campaign configurations developed for individual contractor accounts rather than a single standardized advertising setup.

The company's emphasis on revenue measurement also distinguishes client revenue from advertising metrics such as impressions, clicks and form submissions. Those indicators remain part of campaign reporting, but Saltys Media uses booked work and closed contracts to evaluate whether lead generation contributes to contractor business activity. This approach supports comparisons between advertising expenditure, inquiry volume, conversion performance and reported sales results.

Saltys Media plans to continue operating its qualification process for established home service contractors while maintaining its focus on paid advertising, landing-page development and revenue attribution. The company will also continue monitoring conversion rates across client accounts as its contractor base spans additional service areas and geographic markets.

About Saltys Media

Saltys Media is a performance marketing agency serving established roofing, HVAC, painting, plumbing and electrical contractors across the United States and internationally. The company develops custom paid-advertising campaigns and landing pages intended to connect advertising expenditure with qualified leads, booked jobs and client-reported revenue. Saltys Media has served more than 400 contractors since its founding.

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