

Strategy to Results: How Data-Driven Marketing Delivered Dramatic Improvements

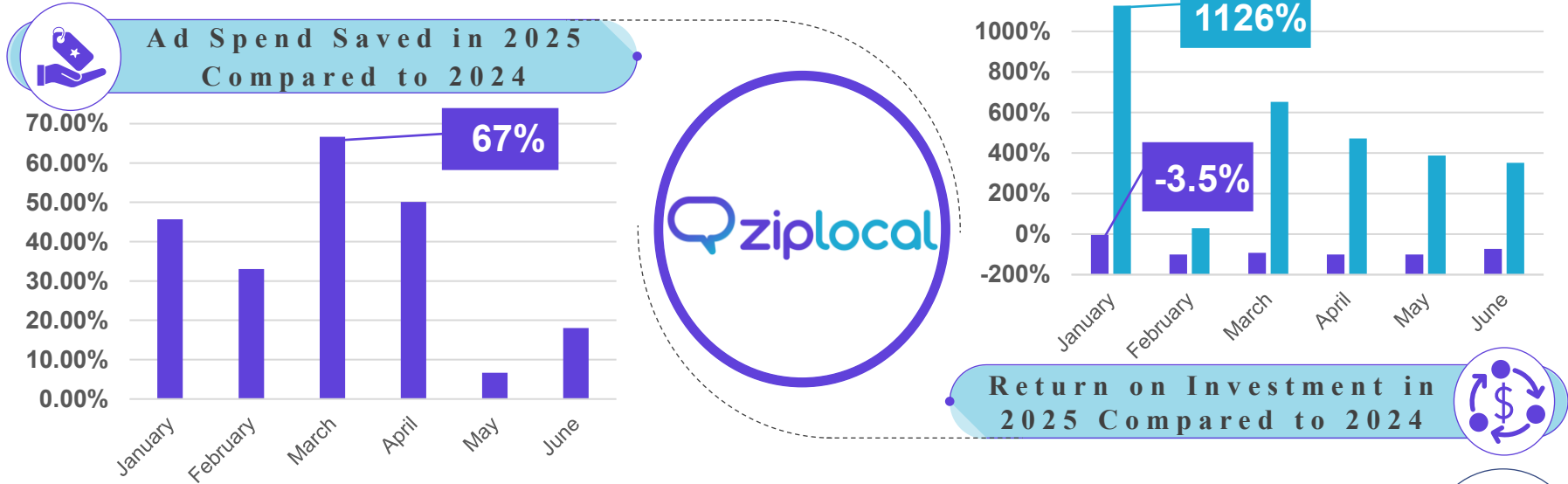
Cirrus Marketing Group consulted with ZipLocal to identify key opportunities to improve their Facebook ad channel and then implemented these changes on their behalf. This involved recommendations to update their intake form to streamline and qualify the lead process, refine their audience targeting, and working closely with sales to enhance their reporting process.

Overview

Ad spend was reduced by **41%** in 2025 compared to 2024, yet booked revenue increased **1,431%**.

Return on Investment increased from **-77% in 2024** to **506% in 2025**.

Customers increased **483%** in 2025 compared to 2024 and cost per customer was reduced by **88%**.



Overview & Strategic Collaboration

ZipLocal is a marketing agency based in the Salt Lake City, Utah area that specializes in helping companies optimize their local marketing efforts. They approached us with challenges in their social media strategy—particularly with Facebook marketing—which suffered from a strong lead flow, but poor lead quality which led to low sales conversion.

We worked closely with the sales team to evaluate lead quality and made ongoing adjustments based on their feedback. We also restructured lifecycle stages and refined marketing automation to deliver more accurate and actionable data.

Improved Audience Targeting

Sales Enablement Through Intake Optimization

Enhanced Data Accuracy via Lifecycle and Automation Refinement