

CREATIVE AD STRATEGY FUELS LEAD GEN

CHALLENGE

Low lead quality

SOLUTION

Hyper-targeted ad spend

RESULT

Qualified lead flow



**600+ LEADS
GENERATED YTD**



**STRONG DEAL
CONVERSION**



**620K+ CAMPAIGN
IMPRESSIONS**



**5 UNIQUE
MARKETS TARGETED**

Our work for Phenix generated franchise awareness in key markets, including Boston, Philadelphia, Detroit, Toronto, and Houston. By coordinating ad spend across a diverse mix of channels, we reached prospective franchisees through multiple touchpoints, reinforcing the opportunity and building momentum in priority markets.



AD PARTNERS:

BISNOW

**SHOPPING CENTER
BUSINESS®**

**FRANCHISE
CANADA**  Canadian Franchise Association