

# Real results, from real engagements.

Four anonymized case studies from live Rule27 OLG programs. Client identities are removed; the numbers are not. Each is described by industry and market so you can place your own business against it.

83x

AVG VISIBILITY LIFT

300+

PAGES SCALED / CLIENT

0

PERFORMANCE CHURN

# Home services contractor

TOP-20 US METRO . 7 MONTHS

**92x** more inbound lead volume

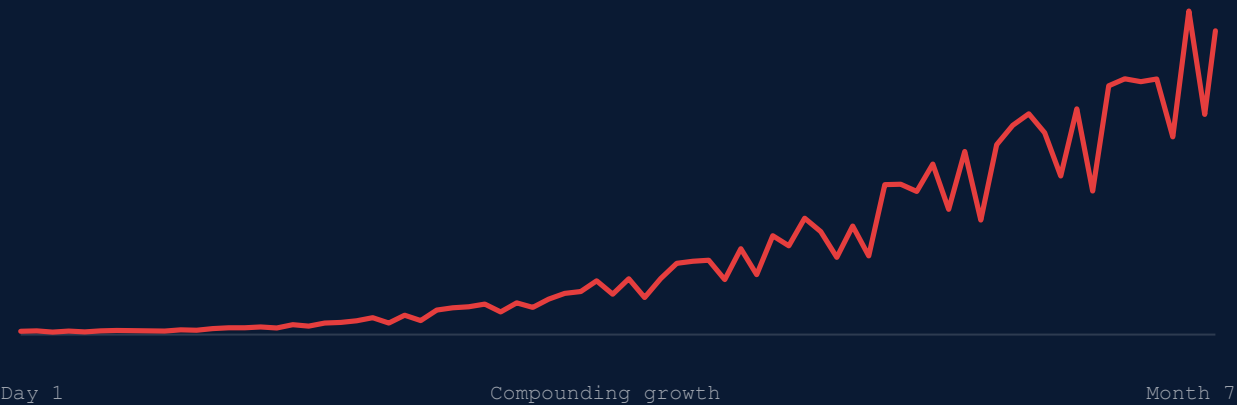
Started with effectively no inbound. Ended with inbound outpacing their referral network, at a volume the office had to staff up to answer, roughly **\$630K per month** in new job revenue from organic search.

THE NUMBERS

|                                   |                                        |                                     |
|-----------------------------------|----------------------------------------|-------------------------------------|
| INBOUND LEADS / MO<br><b>200+</b> | VISITOR TO LEAD<br><b>6%</b>           | LEAD CLOSE RATE<br><b>35%</b>       |
| LEAD-FLOW LIFT<br><b>92x</b>      | VS PAID COST / LEAD<br><b>8x lower</b> | NEW ANNUAL REVENUE<br><b>\$7.5M</b> |

SEARCH PERFORMANCE

Daily organic impressions over the 7-month engagement (anonymized).



Provenance: single real engagement, identity stripped. Magnitudes verified in Google Search Console.

# B2B services firm

NATIONAL, NON-LOCAL . 12 MONTHS

**99x** more qualified buyers reaching them

Buyers arrive already knowing what they need. The team stopped chasing and shifted most of its outbound effort onto closing, with organic now driving the majority of a multi-million-dollar monthly pipeline.

THE NUMBERS

|                                        |                                    |                                         |
|----------------------------------------|------------------------------------|-----------------------------------------|
| QUALIFIED BUYERS / MO<br><b>1,000+</b> | GROWTH VS YEAR PRIOR<br><b>99x</b> | INBOUND SHARE OF PIPELINE<br><b>70%</b> |
| VISITOR TO LEAD<br><b>4%</b>           | LEAD CLOSE RATE<br><b>20%</b>      | VS PAID COST / LEAD<br><b>10x lower</b> |

SEARCH PERFORMANCE

Daily organic impressions over the 12-month engagement (anonymized).



Provenance: single real engagement, identity stripped. Magnitudes verified in Google Search Console.

# Newly launched brand

ZERO DOMAIN HISTORY . 12 WEEKS

# 37.5K

 peak daily reach

A brand-new domain with no authority, closing inbound deals inside 90 days on **zero ad spend**. This is the case that shows the floor: no head start required.

## THE NUMBERS

PEAK DAILY REACH

**37.5K**

FIRST REVENUE BY

**Week 8**

VISITOR TO LEAD

**3%**

LEAD CLOSE RATE

**25%**

AD SPEND

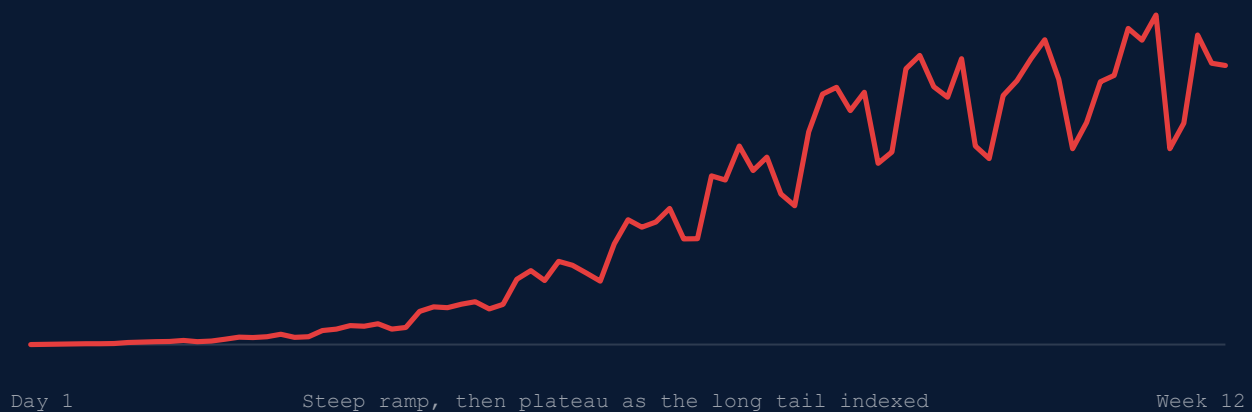
**\$0**

CLOSED IN FIRST 90 DAYS

**\$46K**

## SEARCH PERFORMANCE

Daily organic impressions over the first 12 weeks, from a zero-history domain (anonymized).



Provenance: single real engagement, identity stripped. Magnitudes verified in Google Search Console.

**30x** growth at 12x lower cost than paid

# 30x

**5%**

# 25%

## 12x lower

**\$750/mo**

# \$33K/mo

Month 3

04 / 04