

\$686M in Off-Market Deal Flow Surfaced From \$7,737 in Paid Ad Spend

Channel: Meta Paid Social · Verticals: Auto Repair Shops & Landscaping Acquisitions · Window: Dec '25 – Apr '26

\$88,670

IN TARGET BUSINESS REVENUE SURFACED PER \$1 OF AD SPEND

THE PLAY

Two identical-mechanic Meta campaigns running in parallel — surfacing owners of cash-flowing service businesses who would never appear on a broker's listing site.

\$7,737 TOTAL AD SPEND 364K impressions · 3,228 clicks	257 SELLER LEADS \$30.10 blended cost per lead	121 HOT SELLERS (≤12 MO.) \$63.94 cost per hot seller	\$569M ACTIONABLE PIPELINE (≤2 YR) 197 sellers ready inside 24 mo.
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CAMPAIGN-BY-CAMPAIGN BREAKDOWN

VERTICAL 1	VERTICAL 2
Auto Repair Shops	Landscaping Companies
Ad spend\$3,628	Ad spend\$4,109
Unique seller leads137	Unique seller leads120
Cost per lead\$26.48	Cost per lead\$34.24
Hot sellers (ASAP + 12 mo.)88	Hot sellers (≤6 mo.)33
Actionable pipeline (≤2 yr)\$255M	Actionable pipeline (≤2 yr)\$314M
Total pipeline revenue\$304M	Total pipeline revenue\$382M
\$83,795 in target revenue surfaced per \$1 of ad spend. 64% of leads ready to sell inside 12 months.	\$92,975 in target revenue surfaced per \$1 of ad spend. 8 leads at \$10M+ in annual revenue.

Bottom line. Across two verticals and \$7,737 in ad spend, this motion surfaced **\$686M** in addressable annual revenue from 257 owners who self-identified as potential sellers — **\$569M actionable inside a 24-month window**. Blended cost to surface a hot seller: **\$64**. One closed transaction at standard broker economics returns the entire two-campaign budget many multiples over.