

# Samuel Walker — Paid Media *Performance*

## *Summary*

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### At a *glance*

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Ad spend personally managed	<b>\$1M+</b>
Attributed customer revenue generated	<b>\$6.3M+</b>
Businesses served	<b>47</b>
Avg client CPL reduction within 90 days	<b>41%</b>
Primary platforms	<b>Meta Ads, Google Ads</b>
Verticals worked in	<b>Home services, restoration, outdoor living, DTC ecommerce, event services, B2B SaaS, travel</b>

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I am not an agency. I'm a private contractor based in Phoenix. I've personally managed over ***\$1M in cumulative ad spend*** across ***47 businesses***, generating more than ***\$6.3M in attributed customer revenue***. I run paid media end-to-end — strategy, creative, optimization, tracking, reporting — and I work directly with founders and operators, not through account managers.

I take on one or two engagements at a time. This is one of those times.

### Selected case *studies*

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### *Outdoor-living company — Arizona*

A high-ticket landscaping and turf installer (\$15k–\$80k average ticket) running Meta lead-gen ads. When I came in, the account was targeting the wrong U.S. region entirely (a misconfigured region key in the geo-targeting picker). CPL was \$205 on 5 leads across \$1k spend — the campaign was advertising Arizona services to California residents.

	Before	After (Phoenix-25mi tightening + creative refresh)
CTR	2.8%	<b>4.61%</b>
CPL	\$205	<b>\$138 (still trending down)</b>
Lead volume	5 / \$1k spend	12 / \$1.4k spend
LP conversion rate	0.83% (bottleneck identified)	CRO overhaul in flight

The campaign is now within the client's pre-set \$80–\$150 acceptable CPL band. Next leverage is the landing page, currently identified as the limiting factor on CPL.

### *B2B services — agency self-promotion launch*

A \$497/mo done-for-you paid-media offer + a \$2,000 web-build offer, launched cold to small business owners on Meta. Built two campaigns with URL-filtered Custom Conversions (separate optimization signals per offer), 10 creatives total across two visual systems (premium minimalist + UGC vertical video).

Metric	Web Dev offer	Ad Mgmt offer
CTR	<b>7.87%</b>	1.73% (iterating with new UGC)
CPL	<b>\$51</b>	optimizing
Avg ticket	\$2,000 one-time	\$497/mo recurring
Days to first lead	<b>&lt; 24 hours</b>	—

The Web Dev campaign was profitable on day one. The Ad Mgmt campaign surfaced an LP-vs-ad-promise misalignment I identified in audit and am currently rebuilding.

## *DTC ecommerce — NOGI Offroad Campers (my own brand)*

Direct-to-consumer brand selling truck-fit off-road camper shells and wedge campers, \$1,750–\$6,195 ticket. Built a Click-to-DM funnel on Meta with bot-driven qualification capturing phone numbers for outbound calls.

Metric	Result
Cost per qualified conversation	<b>\$3.50 – \$4.54</b>
Conversation → lead conversion	<b>12.9%</b>
Effective cost per lead	<b>~\$35</b>
Avg order value	\$6,195 (wedge campers)
Funnel structure	DM qualification → phone capture → outbound close

## *Restoration & cleaning — Phoenix franchise*

A mold inspection + air-duct cleaning restoration company. Launched cold to a 51-ZIP Phoenix-metro inclusion list with a Facebook-only placement strategy, \$75/day CBO. Discovered and resolved a silent Lead-event tracking failure that had cost ~\$500 over 14 days of blind delivery before I traced the misconfiguration to the form's submit handler.

	Initial state	After tracking diagnosis + LP CRO fix
Pixel Lead events firing	0 (silent for 14 days)	<b>Firing 1:1 with form submits</b>
Optimizer signal quality	None — campaign guessing	Lead-event signal flowing
Estimated waste recovered	~\$500 pre-diagnosis	Recovered visibility

The detection itself was the value: the symptom (PageView fires but no Lead events) looked like the LP wasn't converting. The root cause was that the form's success handler wasn't calling `fbq('track', 'Lead')` — the form worked, Slack notifications fired, but Meta's optimizer was blind. Catching this saved several thousand dollars of additional blind spend.

## *Event services — mobile golf simulator*

Premium private-event service (\$2,500 average booking value), launched cold to broad Maricopa + Pinal counties on Meta with a \$75/day CBO and 6 ad variations (5 angles × 1 hero image format). Single-adset broad-targeting strategy to maximize early learning at sub-50-conversion-per-week budget tier.

Metric	Result
CPL (lifetime)	<b>\$134</b> (within \$80–\$150 acceptable band)
Avg booking value	<b>\$2,500</b>
Target ROAS	5x at 20% close rate
Creative test	6 angles (Backyard, Wedding, Birthday, Charity, Corporate, Holiday)

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## What I *bring*

- **Full-funnel ownership.** Strategy → creative production → tracking setup → optimization → reporting. There is no "creative team I work with" — I am that team.
- **Tracking discipline.** I have caught silent pixel failures, mistargeted geos, and broken CAPI installs on accounts I inherited. Tracking is the foundation every other lever depends on.
- **Honest economics.** I will tell you when the bottleneck is your landing page and not your ads. I'd rather lose a contract than burn a client's money quietly.
- **Premium creative + UGC range.** Cinematic typography ads at one end (Apple keynote-tier), authentic vertical-video UGC at the other. I match the format to the audience, not my preference.

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I'd love the opportunity to work with you. Available now, happy to walk through any of the above on a call, share live ad-account screenshots, or run a free audit of your current Meta setup as a no-cost first step.

### **Samuel Walker**

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