

A group of five people, four men and one woman, standing in front of a blue van. They are all wearing black shirts with the 5 Star HVAC Contractors logo. The van has '5.1103', 'PRO PARTNER', and '845.110' visible on its side. The background shows trees and a clear sky.

5 STAR HVAC CONTRACTORS • ATTRIBUTION & LOCAL SERVICES CASE STUDY

TURNING ATTRIBUTION CLARITY INTO PEAK- SEASON GROWTH.

How EMSC connected marketing activity to booked jobs and revenue, then used the stronger data to scale a leading demand channel.

RESULTS

THE REPORTED NUMBERS.

Every value and source note below is reproduced from the published case study.

+20%

**Overall Revenue
Increase YoY**

SOURCE:
SERVICETITAN, APRIL
- JULY 2026

6.5X

ROAS from LSA

SOURCE:
SERVICETITAN, APRIL
- JULY 2026

56.77%

**Average Booking
Rate from LSA**

SOURCE:
SERVICETITAN, APRIL
- JULY 2026

\$83

**Average Cost per
Lead from LSA**

SOURCE:
SERVICETITAN, APRIL
- JULY 2026

FAMILY-OWNED HVAC SERVICE IN ROWLETT, TEXAS.

5 Star HVAC Contractors is a family-owned HVAC company serving homeowners in Rowlett, Texas, with residential repair, installation, and indoor air quality services.

Local & Family-owned

Trusted in community: A+ BBB Rating, Great Reviews on Yelp & Google

Quality Workmanship, Superior Knowledge and Affordable Pricing

PROJECT PARAMETERS

INDUSTRY HVAC

LOCATION Rowlett, Texas

REPORTING SOURCE ServiceTitan

PERFORMANCE PERIOD April - July 2026



THE CHALLENGE

MARKETING ACTIVITY WITHOUT CLEAR REVENUE ATTRIBUTION.

5 Star HVAC needed clearer visibility into which marketing channels were generating booked jobs and revenue. Limited attribution made it difficult to confidently optimize budgets across PPC, Local Services Ads, and SEO.

THE SOLUTION

CAMPAIGN- LEVEL ATTRIBUTION BUILT AROUND SERVICETITAN.

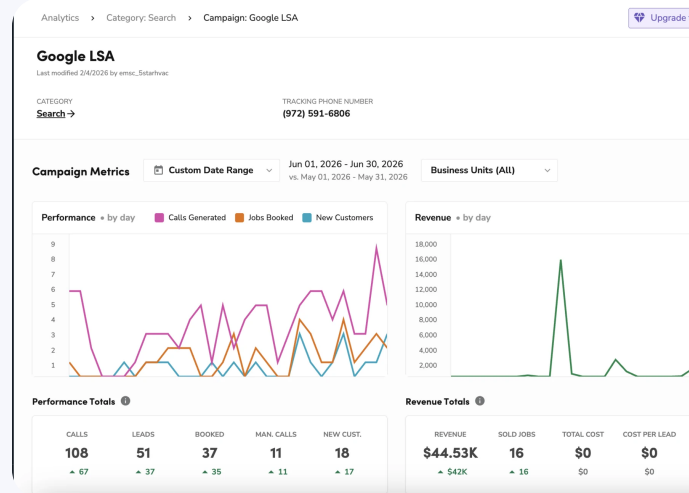
EMSC helped 5 Star HVAC transition to ServiceTitan and implemented campaign-level attribution, connecting marketing activity directly to leads, booked jobs, and revenue.

With stronger data in place, EMSC identified Local Services Ads as a leading revenue driver and shifted additional budget into the channel during peak season to capture more demand.



MORE REVENUE, MORE BOOKED JOBS, AND BETTER DECISIONS.

- 01 20% YoY peak-season revenue growth, from \$1.29M to \$1.55M.
- 02 Improved attribution connected PPC, LSA, and SEO directly to booked jobs and revenue.
- 03 Strong LSA performance supported by increased visibility into performance: generated 67 more calls, 35 more booked jobs, and revenue increased by approximately \$42K.
- 04 ServiceTitan data provided clear benchmarks for ongoing ROAS and booking-rate optimization.



EMSC

— IN CLOSING

**BETTER ATTRIBUTION GAVE 5 STAR HVAC
THE CONFIDENCE TO INVEST MORE WHERE
DEMAND AND REVENUE WERE STRONGEST.**

**READY TO
GROW?
LET'S TALK.**

312.285.2489

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and digital growth systems for established operators.