

CASE STUDY · DIGITAL GROWTH

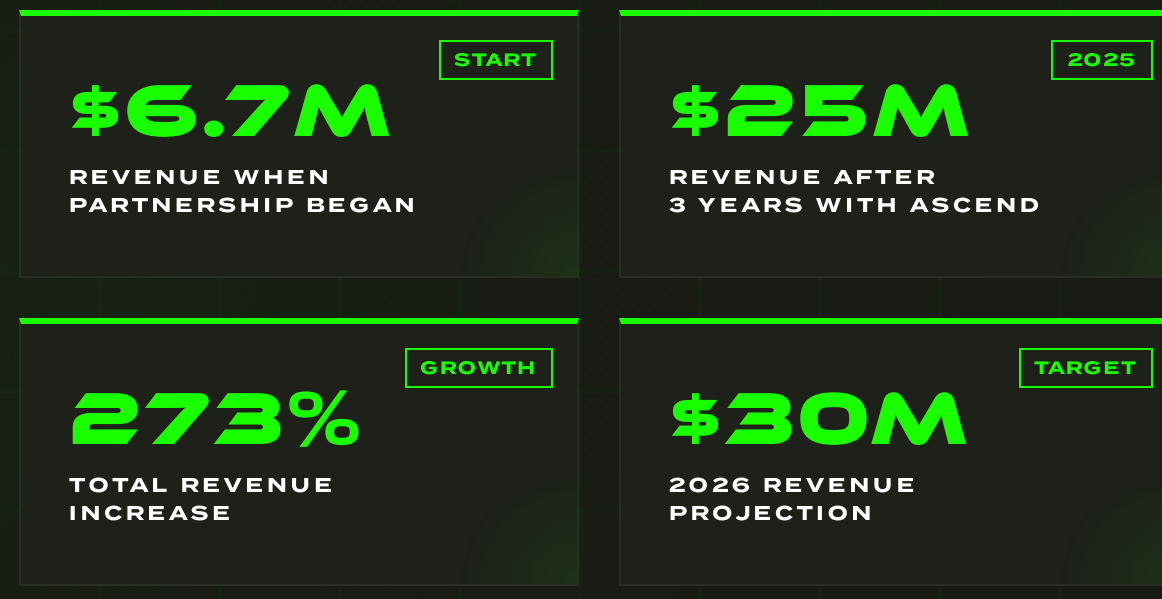
PARAMOUNT ROOFING

ERIC RENO · MICHIGAN MARKET · 2022–PRESENT

From \$6.7M to \$25M in three years. Paramount Roofing wasn't looking for another agency making promises — they needed a partner that communicates, executes, and delivers without being told twice. That's exactly what they found.

GOOGLE ADS SEO / AEO WEB DESIGN

GBP MANAGEMENT PRESS RELEASES



\$6.7M → \$25M REVENUE GROWTH

273% INCREASE IN 3 YEARS

SAME-DAY STORM RESPONSE

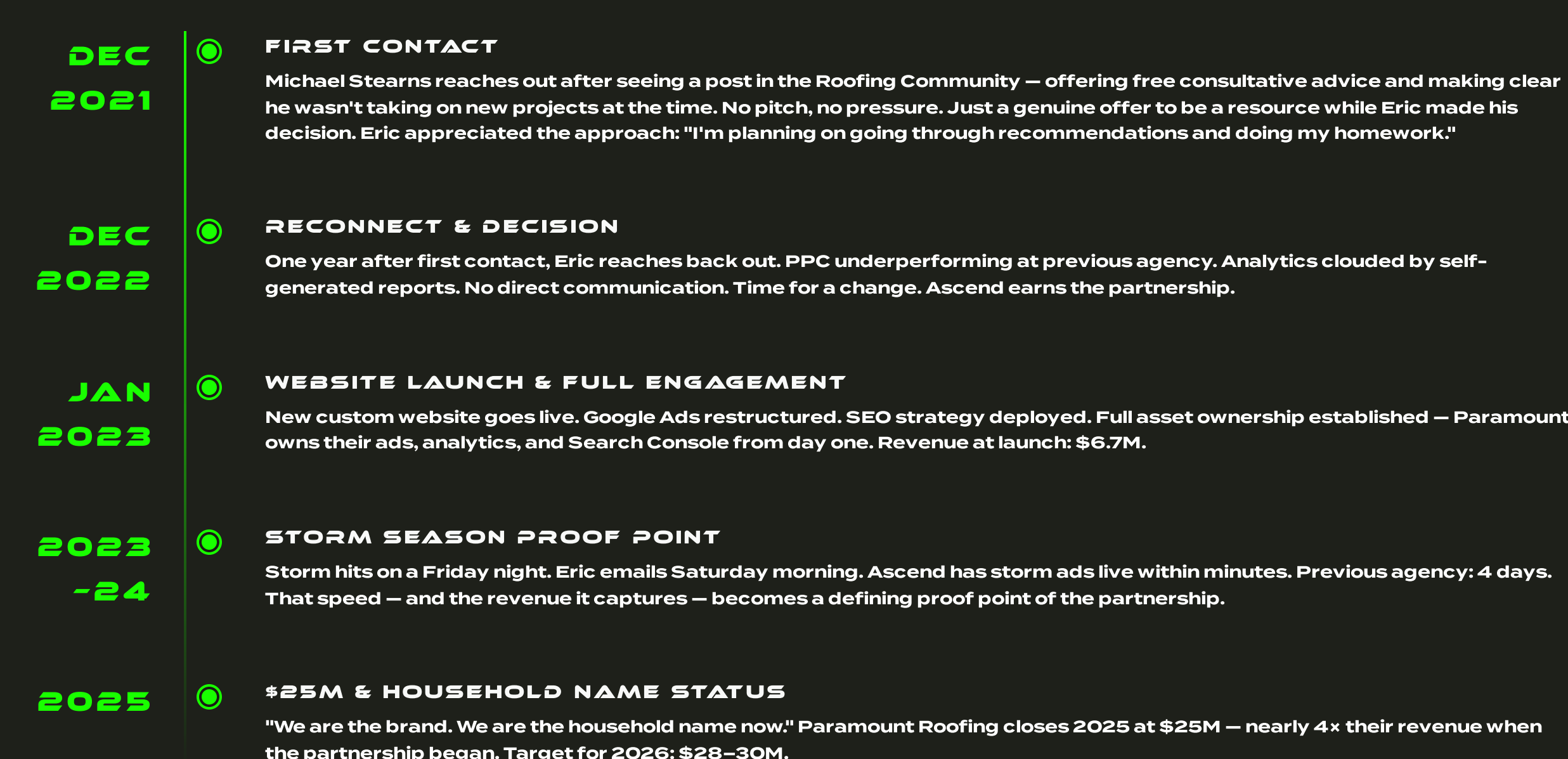
"WE ARE THE BRAND. WE ARE THE HOUSEHOLD NAME NOW."

ERIC RENO · OWNER, PARAMOUNT ROOFING

ORIGIN STORY

THE MISSION TIMELINE

From a cold outreach message to a \$25M roofing powerhouse — every milestone mapped.



WHY IT WORKED

9 PILLARS OF PERFORMANCE

Every dollar of growth traces back to one or more of these core differentiators.

01 DIRECT COMMUNICATION "I can just text Mike." No account managers, no ticket systems, no wait. Direct access to the people doing the work — from day one, not just when there's a problem.	02 ROOFING-SPECIFIC EXPERTISE Eric never had to teach Ascend how roofing works. Industry fluency means faster strategy, smarter copy, and campaigns that speak to homeowners the way roofers actually do.	03 FULL ASSET OWNERSHIP Paramount owns their ads account, Analytics, Search Console, and website from day one. No hostages. No locked dashboards. Total visibility and control — always.
04 PROACTIVE STRATEGY "You come to me with ideas and solutions." Press releases, GBP posts, home show campaigns — Ascend brings the playbook. Eric doesn't have to chase down recommendations.	05 STORM RESPONSE SPEED Storm ads live within minutes of a Saturday morning email. The previous agency took four days. In storm season, four days can mean hundreds of thousands in missed revenue.	06 CUSTOM WEB DESIGN A roofing-specific site built to convert — not a templated page with swapped logos. Clear service area pages, trust signals, and a UX engineered for leads.
07 GOOGLE ADS / PPC Campaigns owned by the client, not the agency. Real conversion data, real attribution. Ascend restructured underperforming campaigns and delivered measurable revenue.	08 SEO & GBP MANAGEMENT Google Business Profile management, press releases, local citations, and authority-building content — all working together to make Paramount the household name in their market.	09 TRANSPARENT REPORTING No self-generated agency dashboards obscuring the truth. Paramount sees exactly what's happening in their own analytics. Real data. Real decisions. Real growth.

BY THE NUMBERS

MISSION RESULTS

Three years of relentless execution, distilled into the numbers that matter.

\$25M <small>2025 ANNUAL REVENUE</small> <small>from \$6.7M at launch</small>	273% <small>TOTAL REVENUE GROWTH</small> <small>Over 3-year partnership</small>	<1 HR <small>STORM AD RESPONSE TIME</small> <small>vs. 4 days at prior agency</small>	3+ <small>YEARS & COUNTING</small> <small>Active partnership since 2022</small>
\$30M <small>2026 REVENUE TARGET</small> <small>Projected 20% YoY growth</small>	#1 <small>HOUSEHOLD BRAND STATUS</small> <small>Dominant in local market</small>	100% <small>ASSET OWNERSHIP</small> <small>Ads · Analytics · Search Console</small>	4x <small>REVENUE MULTIPLIER</small> <small>From partnership to today</small>

"WHENEVER I CALL, THEY PICK UP THE PHONE. WHENEVER I ASK FOR SOMETHING — ADVICE, SOMETHING COMING UP — WE ALWAYS HAVE A CONVERSATION AND IT ALWAYS GETS WORKED OUT."

ERIC RENO · OWNER, PARAMOUNT ROOFING

THE PLAYBOOK

HOW WE BUILT THIS

Four phases. Consistent execution. No excuses.

PHASE 01 AUDIT & ASSET RECOVERY We identified the gaps immediately — clouded data, underperforming PPC, no direct access to decision makers. First move: full asset ownership transferred to Paramount. They own everything they pay for.	PHASE 03 AUTHORITY ACCELERATION Press releases for local events. Home show ad campaigns. Storm response protocols. Every proactive strategy came from Ascend — not from Eric having to research, pitch, and argue for it.
PHASE 02 FOUNDATION BUILD New roofing-specific website. Restructured Google Ads with real conversion tracking, SEO groundwork laid. Google Business Profile optimized. Clean data. Clean attribution. A real starting point.	PHASE 04 HOUSEHOLD NAME POSITIONING Year over year, the brand compounded. Organic authority built. Google recognizing local engagement. By 2025, Paramount wasn't chasing leads — they were the brand homeowners already knew.

READY FOR YOUR LAUNCH SEQUENCE?

LET'S BUILD YOUR STORY

Paramount Roofing went from \$6.7M to \$25M. The playbook exists. The team is ready. The only question is whether you are.

LAUNCH YOUR GROWTH

ascenddigitalexperts.com