

USA Flooring cut marketing fees by 40%, and cost per lead by 47%

with Mohawk Edge Local Advertising powered by Roomvo

The challenge

USA Flooring was looking for a more targeted digital advertising strategy, one that would generate high-quality leads and drive sales without adding complexity or stretching the budget.

The retailer had been investing in Meta and Google campaigns through a digital marketing agency, and while the partnership delivered some positive results, the team lacked clear visibility into where ads were appearing or how they were performing against key business goals.

"We weren't sure exactly where our ads were showing, and for our level of spend, we needed more clarity and consistency," says Fred Black, General Manager at USA Flooring.

As an independent retailer competing with national chains, USA Flooring wanted a digital solution designed specifically for the flooring industry — something that could reliably connect with local, high-intent shoppers and turn interest into in-store visits and sales.



About USA Flooring

USA Flooring is a family-owned retailer with six locations across North Carolina, including Raleigh, Durham, Fayetteville, Wilmington, and Winston-Salem. The company provides personalized service and a wide selection of in-stock flooring for homeowners, builders, and commercial clients.

Industry: Flooring retail

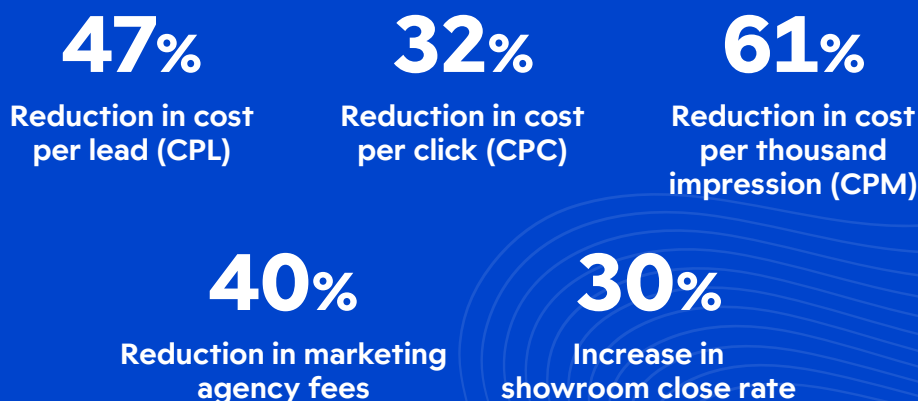
Founded: 1972

Location: North Carolina

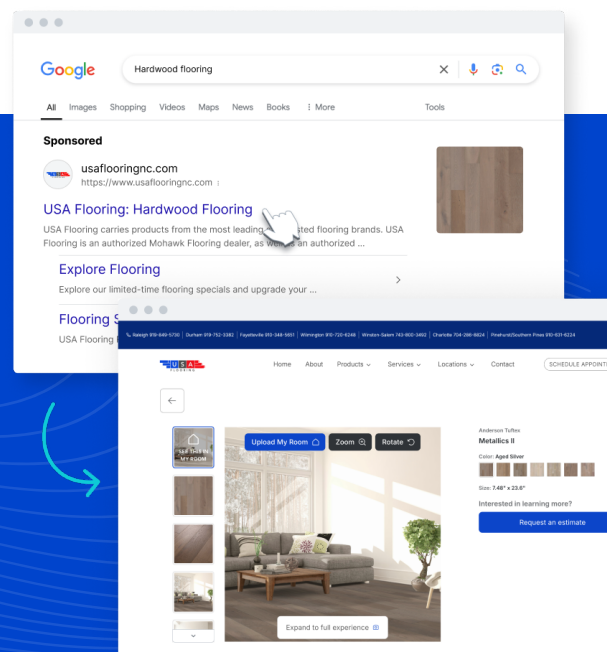
Roomvo products: Mohawk Edge Local

Advertising powered by Roomvo,

Elite Sites



February-March 2025



The solution

In February 2025, USA Flooring launched **Mohawk Edge Local Advertising**, a turnkey digital advertising solution built for flooring retailers.

Already equipped with a **Roomvo Elite Site**, the retailer expanded its partnership with the flooring manufacturer and technology platform to drive local traffic to store-specific landing pages designed to convert interest into leads. **Mohawk Edge Local Advertising** also integrates with all **Edge Omnify+ Sites**.

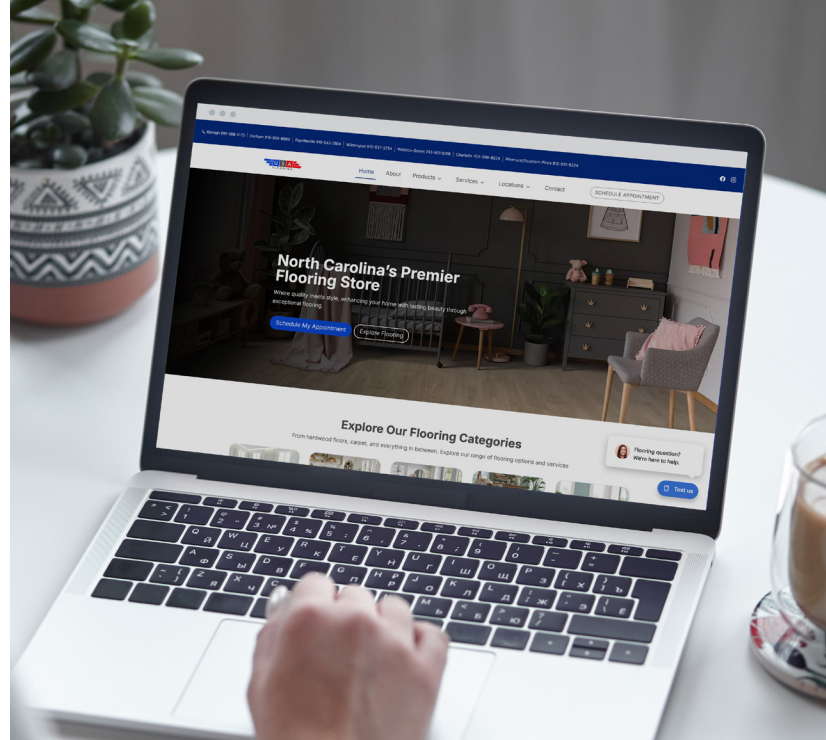
Mohawk Edge Local Advertising includes everything retailers need to compete in digital advertising: targeted Google search ads, store-level localization, optimized website content, advanced analytics, and a dedicated digital media expert focused on the flooring industry.

Rather than juggling multiple vendors or tools, USA Flooring relies on Roomvo to handle the entire campaign process — from creative to setup, tracking, and optimization — freeing the retailer to focus on selling, not managing ads.

"Edge Local Advertising has simplified everything," says Black. "We don't have to think about setup or strategy. The Roomvo team handles it all, and now we can actually see what's working."

"We've never seen this kind of return on our digital spend before. Edge Local Advertising performs incredibly well, and I can't recommend it highly enough."

Fred Black
General Manager, USA Flooring



The results

In just two months, USA Flooring reduced its **cost per lead (CPL)** by 47%, from \$115 to \$60.68. The retailer's **cost per click (CPC)** dropped by 32%, and **cost per thousand impressions (CPM)** fell by 61%.

In that time, Roomvo's campaigns generated **763 leads** from local shoppers actively researching flooring. With sharper targeting, leads are significantly more qualified and more likely to result in sales.

"We've seen a 30% lift in our showroom close rate," says Black. "The quality of the leads is better — we're reaching the right people in the right places, and shoppers are walking into our stores ready to make decisions."

USA Flooring also cut its marketing agency fees by 40% after switching to **Mohawk Edge Local Advertising**. "It's allowed us to be more competitive, plain and simple," says Black.

roomvo

See how Mohawk Edge Local Advertising can transform your digital marketing

[Learn more](#)