2027 BENCHMARK REPORT

2027 Contractor Facebook Ads Benchmarks: Cost Per Lead By Trade

What should a Facebook lead cost your contracting business?

Most contractors answer that with a number someone threw out in a Facebook group, or the price a lead seller quoted them on the phone. Neither one is a benchmark.

And most industry surveys measure one thing: what it costs to buy a lead someone else generated.

This report skips both. Every number below comes straight out of Meta Ads Manager, from real contractor ad accounts, across eight trades.

You'll get cost per lead for each trade, what a booked estimate really costs, how it all stacks up against buying shared leads, and how to tell if your own number is good.



By **Valentyn Svit**, Founder of Bit House Digital
8+ years running Meta and Google ads for contractors · Published November 2, 2026

Contractor Cost Per Lead By Trade

Eight trades, 2,635 leads, straight from Meta Ads Manager.

THE 2027 BENCHMARK AT A GLANCE

2,635 leads across eight contractor trades

Across eight trades and more than $138,000 of managed spend, Bit House Digital's cost per lead on Facebook and Instagram ads ran from $29.45 to $119.18, 2,635 leads in total.

2,635
landing-page leads

8
contractor trades

$29–$119
cost per lead range

Nine client accounts, from Meta Ads Manager

Here's every trade, cheapest to most expensive.

TRADE	COST PER LEAD	LEADS	AD SPEND	OVER
ADU builders	**$29.45**	1,469	$43,265	4 months
Siding	**about $58**	206	about $12,000	3 months
Tile and shower	**$61.99**	291	$18,039	18 months
Roofing	**$68.80**	82	$5,642	full account run
Deck	**$76.55**	58	$4,440	5 months
Fence	**$94.00**	257	$24,157	3 years
Window replacement	**$112.17**	237	$26,584	3 years
Luxury bathroom remodeling	**$119.18**	35	$4,171	4 months
Eight trades	**$29.45 to $119.18**	**2,635**	**$138,000+**	**9 accounts**

Source: Bit House Digital client ad accounts, Meta Ads Manager. Every lead is a landing-page conversion, not an instant form.

> **Read every cost per lead next to the job.**
>
> A $112 lead chasing a $12,000 window job is about one percent of the ticket. The same lead price on a $500 repair business would be broken. That's why the trades spread out the way they do.

ADU builders: $29.45 per lead

Bit House Digital brought in 1,469 landing-page leads for ADU builders at $29.45 each, on $43,265 of ad spend over four months.

It's the cheapest trade in this report. Rental income, room for aging parents and a backyard office are easy ideas to sell, so plenty of homeowners raise their hand.

The work is sorting curious from ready. More on that in Meta ads for ADU builders.

Siding: about $58 per lead

On a siding contractor account, Bit House Digital brought in 206 website leads at about $58 each over three months.

A re-side runs $10,000 to $30,000, so one signed $10,000 job covers about 170 leads. See Meta ads for siding contractors.

Tile and shower remodeling: $61.99 per lead

On a tile and shower remodeling account, Bit House Digital brought in 291 landing-page leads at $61.99 each across 18 months, on $18,039 of ad spend.

The owner documented $23,673 in booked revenue in the first 3 weeks, and $130,000 in the first 3 months. The full breakdown is on Meta ads for shower remodelers.

Roofing: $68.80 per lead

On a roofing account, Bit House Digital brought in 82 landing-page leads at $68.80 each on $5,642 of ad spend, over the account's full run.

Roofs usually run $10,000 to $25,000, so one signed roof pays for the whole account's ad spend. See Meta ads for roofing contractors.

Deck builders: $76.55 per lead

On a deck builder account, Bit House Digital brought in 58 leads at $76.55 each on $4,440 of ad spend over five months.

Decks run $15,000 to $40,000. That same deck builder reports $121,000 in new deck jobs in 30 days. See Facebook ads cost for deck builders.

Fence contractors: $94.00 per lead over three years

Over three years, Bit House Digital's fence contractor account brought in 257 landing-page leads at $94.00 each, on $24,157 of ad spend.

That's the long-run number, every season included. The owner reports booking 67% of the leads we generate. See Facebook ads cost for fence contractors.

Window replacement: $112.17 per lead

On a window replacement account, Bit House Digital brought in 237 landing-page leads at $112.17 each over three years, on $26,584 of ad spend.

Window jobs run $8,000 to $15,000, which is why $112 still pencils out. See Facebook ads cost for window companies.

Luxury bathroom remodeling: $119.18 per lead

On a luxury bathroom remodeling account, Bit House Digital brought in 35 leads at $119.18 each on $4,171 of ad spend over four months.

It's the top of the range, and on a luxury bathroom it's still cheap. On the best ads, bathroom leads came in as low as $20. See bathroom remodeling leads.

Is It Cheaper To Buy Shared Leads Or Run Your Own Ads?

For most contractors, your own ads win. Here's the math at the lead and at the signed job.

Start with the lead sellers' side.

Qualified Remodeler's survey of 252 remodeling companies put the median cost at $372 to $396 per issued lead. And that lead usually isn't yours alone: Angi's own site says a lead goes to three or four contractors.

PATH	COST PER LEAD	YOURS ALONE?	SOURCE
Shared lead marketplace	**$372 to $396**	No, typically 3 to 4 contractors	Qualified Remodeler survey, 252 companies
Your own Meta ads	**$29.45 to $119.18**	Yes	Bit House Digital, eight trades, 2,635 leads

A shared lead and a landing-page lead aren't the same thing, though. So compare them where it counts: the signed job.

The comparison at the signed job

At a roughly 1 in 5 lead-to-contract rate, $372 to $396 per issued lead works out to about $1,900 to $2,500 per signed job. Remodelers Advantage puts it at $2,456.

Run Bit House Digital's numbers through that same 1 in 5 rate and the tile and shower account comes to about $310 in ad spend per signed job. The luxury bathroom account comes to about $600, before any management fee.

> **Shared leads come with strings, too.** Angi's terms run 12 months, with 60 days' notice to cancel and a 30 to 35% early-termination penalty. And the FTC ordered HomeAdvisor to pay up to $7.2 million over misleading claims about its leads.

If you're on a lead service now, you don't have to quit cold. Run your own ads next to it for 60 days and compare cost per signed job. The full breakdown is in Angi leads for remodelers.

What A Booked Estimate Actually Costs

Cost per lead picks your winning ads. Cost per booked estimate tells you if the ads are paying.

The math is one line: cost per lead divided by the share of leads you book.

Here's what that looks like on the two accounts where the owners report their booking rate.

TRADE	COST PER LEAD	BOOKED (OWNER-REPORTED)	COST PER BOOKED ESTIMATE
Fence	$94.00	67%	**$140.30**

TRADE	COST PER LEAD	BOOKED (OWNER-REPORTED)	COST PER BOOKED ESTIMATE
Window replacement	$112.17	45%	**$249.27**
Window replacement, other period	$112.17	60%	**$186.95**

A window replacement client reports booking 45% of the leads we generate; in a different period the same client reported 50 to 60%. At the 45% booking rate the client reports, that's $249.27 per booked estimate.

A fence contractor client reports booking 67% of the leads we generate. On Bit House Digital's three-year fence number, that's $140.30 per booked estimate.

> **A cheap lead who never picks up is the most expensive lead you'll buy.**
>
> A $40 lead you book 10% of the time costs you $400 per estimate. A $90 lead you book 60% of the time costs you $150. Judge the ads on the second number.

Facebook Ads CPM, Cost Per Click And CTR For Contractors

What it costs to reach homeowners, before anyone fills out a form.

CPM is what Meta charges for 1,000 ad views. Across Bit House Digital's contractor accounts, CPM ran $21.30 to $43.72.

TRADE	CPM	IMPRESSIONS
Window replacement	**$21.30**	1,247,975

TRADE	CPM	IMPRESSIONS
Siding	**$22.12**	581,695
Fence	**$24.70**	977,873
Tile and shower	**$27.29**	661,063
Deck	**$29.04**	152,909
Luxury bathroom remodeling	**$43.72**	95,405

Cost per click on Bit House Digital's contractor accounts ran $2.11 to $5.19. Unique click-through rate ran 1.05% to 4.57%.

Cheap impressions don't mean cheap leads

Look at windows. It had the cheapest CPM in this set and one of the highest costs per lead.

What moves cost per lead is the offer and the page the click lands on, not what Meta charges per view. So don't chase a lower CPM. Chase a page that turns more clicks into booked estimates.

What Is A Good Cost Per Lead For Contractors?

It depends on your job size. For most contractors, $30 to $120 can be very profitable.

LocaliQ's Facebook advertising benchmarks put the industry average for home and home improvement at $42.95 per lead.

Across eight trades, Bit House Digital's cost per lead ran from $29.45 to $119.18. ADU builders sat at the bottom and luxury bathrooms at the top.

So skip the "is my number good" panic and look at three numbers instead:

- **Cost per lead:** what each inquiry costs. Use it week to week to pick which ads stay on.
- **Cost per booked estimate:** cost per lead divided by your booking rate.
- **Return on ad spend:** revenue from signed jobs divided by what you spent.

If the ads bring back at least 2 to 3 times what you spend on them, you can run them profitably. Most of our clients do at least 5x.

Want to see where you land? Check your number against your trade with the free cost per lead checker, or plan a budget with the Facebook ads cost calculator. The full setup is in Facebook advertising for contractors.

How We Built This Report

Where every number came from, and what counts as a lead.

Source. Every cost per lead, lead count, spend and delivery figure comes from Meta Ads Manager, on nine client ad accounts Bit House Digital manages.

What counts as a lead. None of the leads in this report came from Meta's native instant forms. All are landing-page conversions.

Inclusion rule. An account needed 25 or more leads and $2,500 or more in ad spend to make the report.

Whose spend. Only Bit House Digital's own campaigns inside client ad accounts. Bit House Digital's own marketing is left out, and so is any campaign another agency ran in

the same account.

No blended average. ADU makes up more than half of the leads, so one average across trades would tell you nothing about yours. Use your trade's row.

Booking rates. Those come from the owners themselves, on camera. Cost per booked estimate is that rate applied to the account's cost per lead.

Outside figures. Qualified Remodeler, Remodelers Advantage, LocaliQ, Angi and the FTC are cited by name wherever they appear.

HOW TO CITE THIS REPORT

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Contractor Facebook Ads Benchmarks: Common Questions

What is the average cost per lead for contractors on Facebook?

It depends on the trade. Across eight trades, Bit House Digital's cost per lead on Facebook and Instagram ads ran from $29.45 to $119.18, on 2,635 landing-page leads. ADU builders sat at $29.45, fence at $94.00 over three years, window replacement at $112.17 and luxury bathroom remodeling at $119.18. LocaliQ puts the home and home improvement industry average at $42.95.

Is it cheaper to buy shared leads or run your own ads?

For most contractors, running your own ads is cheaper. Qualified Remodeler's survey of 252 remodeling companies put shared leads at $372 to $396 per issued lead, and Angi sends each lead to three or four contractors. Across eight trades, Bit House Digital's cost per lead ran $29.45 to $119.18, and every lead went to one contractor. At a 1 in 5 close rate, shared leads work out to about $1,900 to $2,500 per signed job.

How much does a fence lead cost on Facebook ads?

Over three years, Bit House Digital's fence contractor account brought in 257 landing-page leads at $94.00 each, on $24,157 of ad spend. The owner reports booking 67% of them, which works out to $140.30 per booked estimate.

How much does a window replacement lead cost on Facebook ads?

Bit House Digital brought in 237 landing-page leads at $112.17 each over three years on a window replacement account, on $26,584 of ad spend. Window jobs run $8,000 to $15,000, and at the 45% booking rate the client reports, that's $249.27 per booked estimate.

How much does a deck lead cost on Facebook ads?

On a deck builder account, Bit House Digital brought in 58 leads at $76.55 each on $4,440 of ad spend over five months, on decks that run $15,000 to $40,000.

How much does a bathroom remodeling lead cost?

On a luxury bathroom remodeling account, Bit House Digital brought in 35 leads at $119.18 each on $4,171 of ad spend over four months. At a 1 in 5 close rate, that's about $600 in ad spend per signed job, before any management fee. On a tile and shower account, Bit House Digital's cost per lead was $61.99 across 18 months.

What is a good CPM for contractor Facebook ads?

Across Bit House Digital's contractor accounts, CPM ran $21.30 to $43.72 and cost per click ran $2.11 to $5.19. Don't judge your ads on CPM, though. Window replacement had the cheapest CPM in this report and one of the highest costs per lead.

Where do these benchmark numbers come from?

Meta Ads Manager, on nine client ad accounts Bit House Digital manages across eight trades. None of the leads came from Meta's native instant forms; all are landing-page conversions. An account needed 25 or more leads and $2,500 or more in ad spend to be included.

Go Deeper On Your Trade

Each trade page has its own numbers, offers and seasons.

Meta Ads for Fence Contractors: the fence account numbers, offers and creative that book estimates.

Meta Ads for Window Replacement Contractors: why $112 leads still pencil out on a five-figure job.

Meta Ads for Kitchen & Bath Remodelers: big tickets, longer decisions, and the lead cost that's actually healthy.

Meta Ads for Deck Builders: the most seasonal trade we run, and how to time the spring window.

Meta Ads for Shower Remodelers: the account that did $130,000 in client revenue in its first 3 months.

Meta Ads for Siding Contractors: the siding account numbers and what the trade's leads cost.

Meta Ads for Roofing Contractors: roofing's trust problem, and ads built to get past it.

Meta Ads for ADU Builders: the cheapest leads in this report, and how to sort them.

Facebook Ads Cost for Remodelers and **Angi Leads for Remodelers**: budgets, and what buying leads really costs.

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