Guardian Owl™

CASE STUDY · UTILITIES AND CUSTOMER ENROLLMENT

Louisville Water's WaterPro campaign *passed its enrollment target.*

Guardian Owl™ manages Google and Meta advertising for Louisville Water's WaterPro enrollment campaign. We review enrollment progress, guide media decisions and develop landing page messaging with input from campaign partners.

644
Enrollments reported since launch, as of September 28, 2026

103
September enrollments, reported September 1 to 28

$121
Customer acquisition cost in August, down from about $157 in June*

$20.04
Ad cost per completed Enroll Now form in July

THE CHALLENGE

A clear goal needs *a clear view of progress.*

Louisville Water needed to grow WaterPro enrollment while coordinating advertising, website updates and partner messaging. The campaign required a clear view of enrollment progress and where to invest next.

WHAT THE REPORTING SHOWED

The campaign launched February 15, 2026. By September 14, the team reported 592 enrollments since launch, exceeding the initial target of 500. By September 28, that figure reached 644, including 103 enrollments during September to date.

Louisville Water reported that customer acquisition cost fell from about $157 in June to $121 in August. In July, ads produced 60 completed Enroll Now forms at $20.04 each.

> *We recommended supporting the new landing page, reaching previous visitors again and extending campaign delivery.*

WHAT GUARDIAN OWL DID

01 **Managed digital advertising**
Ran Google and Meta campaigns to bring people to the WaterPro website.

02 **Tracked enrollment progress**
Reviewed enrollment totals alongside advertising performance and cost per enrollment to guide discussions with Louisville Water.

03 **Adjusted the media strategy**
Focused August advertising on Facebook and Instagram, then recommended how to deploy the remaining budget around upcoming website changes.

04 **Developed landing page messaging**
Worked on HomeServe landing page content using input from BCH, alongside planned FAQ and website updates.

Put a clear goal *behind your marketing.*

Talk with Guardian Owl™ about campaign strategy, paid media and reporting.

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Source: Guardian Owl campaign updates dated July 27, August 17, September 14 and September 28, 2026, and Louisville Water's August 4 pace tracker. Enrollment figures are reported campaign period totals, not verified enrollments attributed solely to advertising. *Customer acquisition cost is Louisville Water's own calculation. Cost per completed form covers ad-tracked July form submissions only.