

RESTORATION ROCKET · CASE STUDY 05

The ads were working. We built the market *around* them.

How Clean USA combined paid lead generation, trade relationships, and market authority to reach its **best month in 13 years**.

PAID ADS · TRADE PARTNERS · GOOGLE MAPS · AI SEARCH · SIX FIGURES+ TRACKED · BEST MONTH IN 13 YEARS



Clean USA already knew how to generate business.

01

Paid Ads

A core lead-generation engine
already delivering attention.

02

Trade Partners

Strong local relationships and
referral sources built over time.

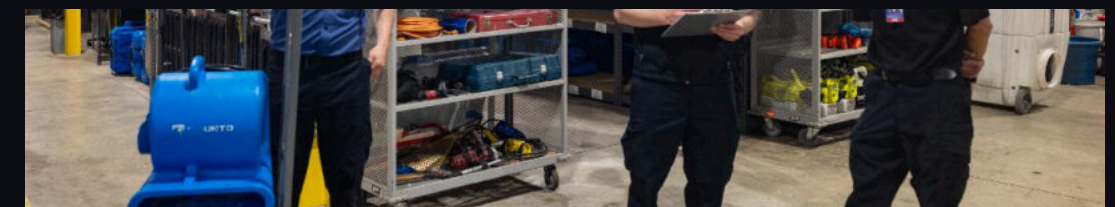
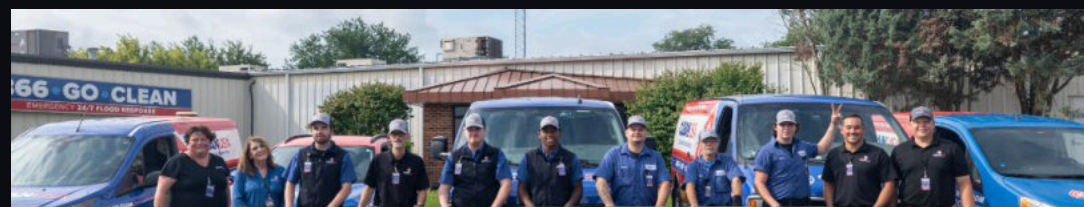
03

Reputation

A proven local brand backed by
years of customer reviews.

Experienced team. Real operating scale. Real market presence.

We weren't *replacing* the machine.



Buying attention isn't the same as owning the market.

PAID ADS

A single transaction-based funnel.

Pay



Attention



Lead

MARKET AUTHORITY

A surrounding layer that compounds trust.

Google

Maps

Reviews

AI

PR

Content

Brand Recognition

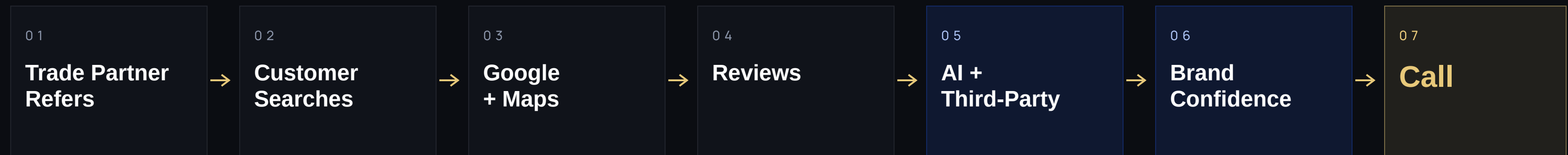
All of these run in parallel.
They outlast any single ad buy.

"The ad may create the first click.

*The market around the ad helps determine **who gets trusted**."*

Even a great referral *gets googled.*

After the recommendation is made, the customer keeps looking.



A referral gets stronger when the internet *agrees.*

The chain ends in a phone call — but it's shaped by every step before it.

We built the authority layer around what already **worked**.



DON'T REPLACE PROVEN DEMAND. MULTIPLY ITS VALUE.

The work of Restoration Rocket was the right side of this diagram.

Roots dating to 1988. Still finding a *higher* ceiling.

1988

Brand roots
in the regional market.

Current Ownership Era

More than a decade of operating history
under current ownership.

2026

Best month
in 13 years.



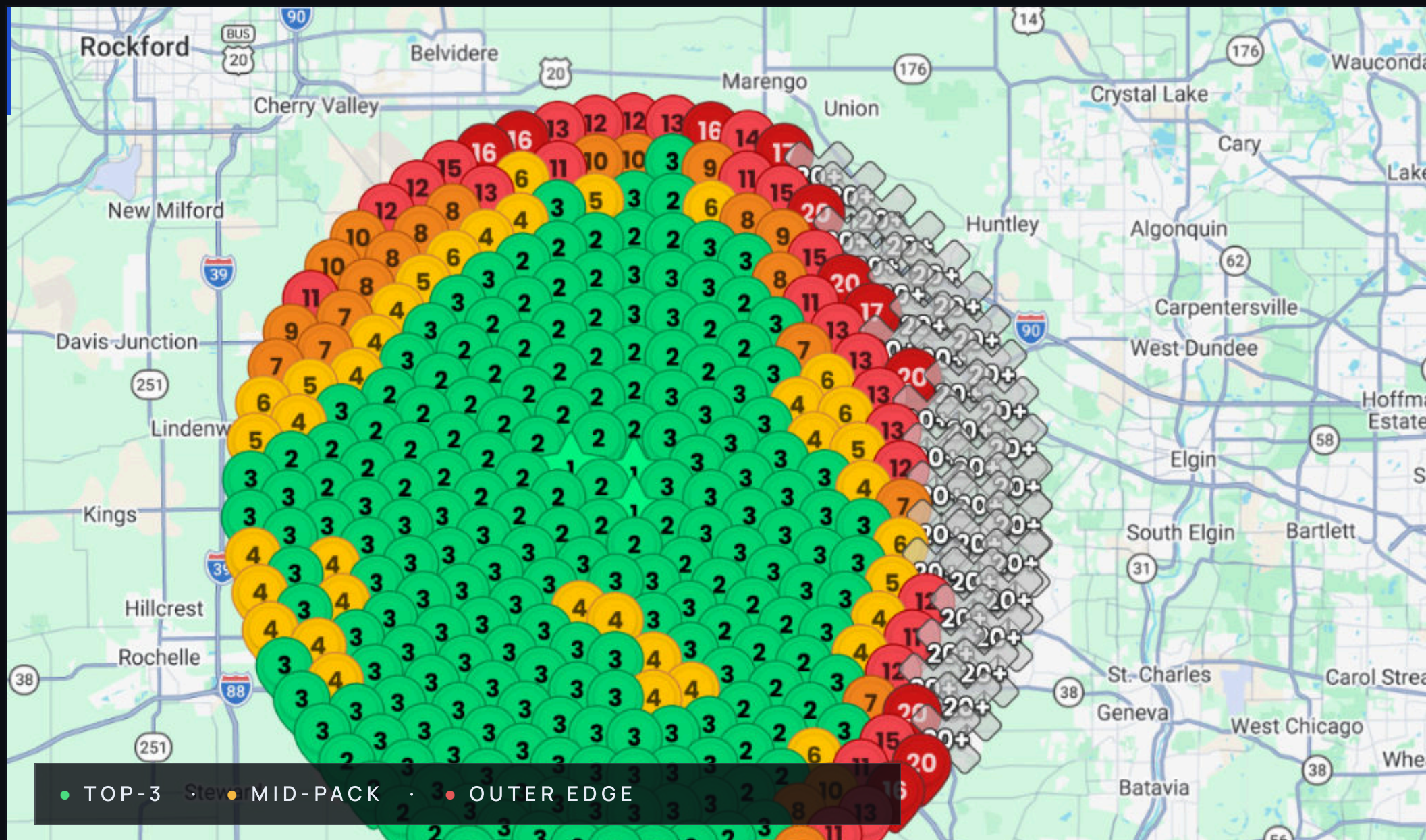
JUSTIN · OWNER



Established *doesn't* mean finished.

The brand was visible across a much *bigger* market.

“water damage restoration near me”



Positions weaken naturally toward the outer edge of the measured grid.

**Broad top-3 visibility across
a large core market area.**

Strong local visibility extending far
beyond a single neighborhood —
a regional footprint, not one ZIP code.

And they were competing at the **top** of the map pack.

AI VISIBILITY TRACKER

ACTIVE BRAND

Clean USA Water Mold & Fire I

HOME

Briefing

ANALYTICS

Prompts

Brands

Opportunities

Where AI Cites

Fact Accuracy

Category Index

INTELLIGENCE NEW

Brand Mentions

Citation Opportunities

AI Insights

Rank Forecasting

Competitor Comparison

AI Truth Check

Diagnostics

Actions

Strategy

water damage repair #2 of 9

#	BUSINESS	RATING	REVIEWS	WEBSITE
1	ServiceMaster Restoration & Cleaning Services by Skip	4.9	186	
2	Clean USA Water Mold & Fire Restoration YOU	4.8	519	
3	SERVPRO of DeKalb County	4.6	37	
4	Perfect Damage	5	1	
5	Speedy Service	—	—	
6	Breathe Pure Solutions, LLC	5	30	
7	C. & R. Roof Restoration PLLC	4.8	48	
8	JustDrywall	4.8	23	

flood cleanup #1 of 8

#	BUSINESS	RATING	REVIEWS	WEBSITE
1	Clean USA Water Mold & Fire Restoration YOU	4.8	519	cleanusa.com
2	SERVPRO of DeKalb County	4.6	37	servpro.com
3	ServiceMaster Restoration & Cleaning Services by Skip	4.9	186	servicemasterrestore.com
4	Speedy Service	—	—	speedywaterdamageservice.com
5	Clean USA	5	4	cleanusa.com
6	Simply Sewer Cleaning	5	35	
7	Balanced Plumbing LLC of Sycamore	4.8	95	balancedplumbing.com

FLOOD CLEANUP

#1 of 8

WATER DAMAGE REPAIR

#2 of 9

REPUTATION

4.8 /5

STAR RATING

519

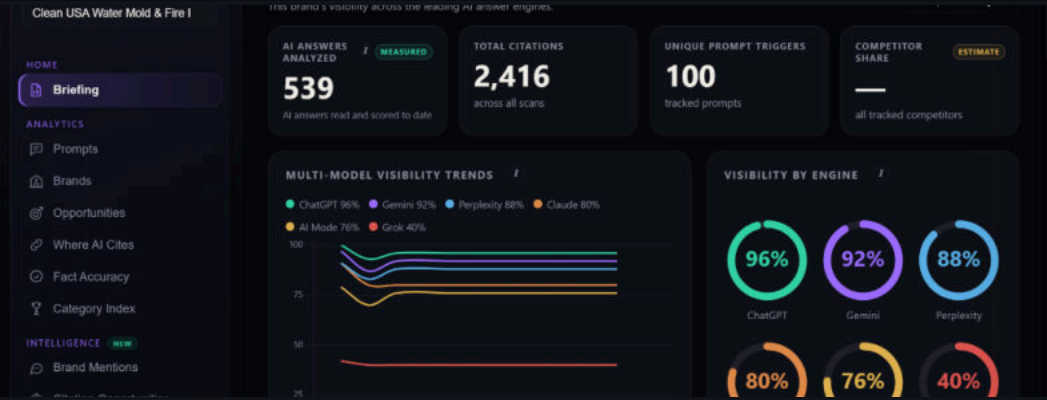
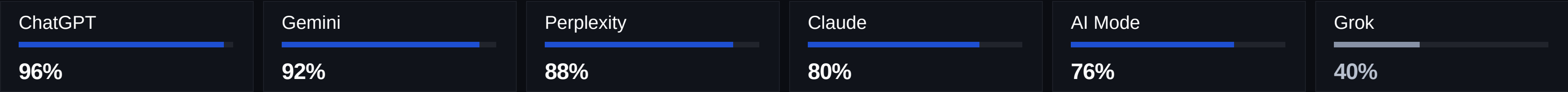
REVIEWS

Visibility + 519 reviews creates a **very different trust signal.**

Then the authority showed up in AI.



VISIBILITY BY ENGINE

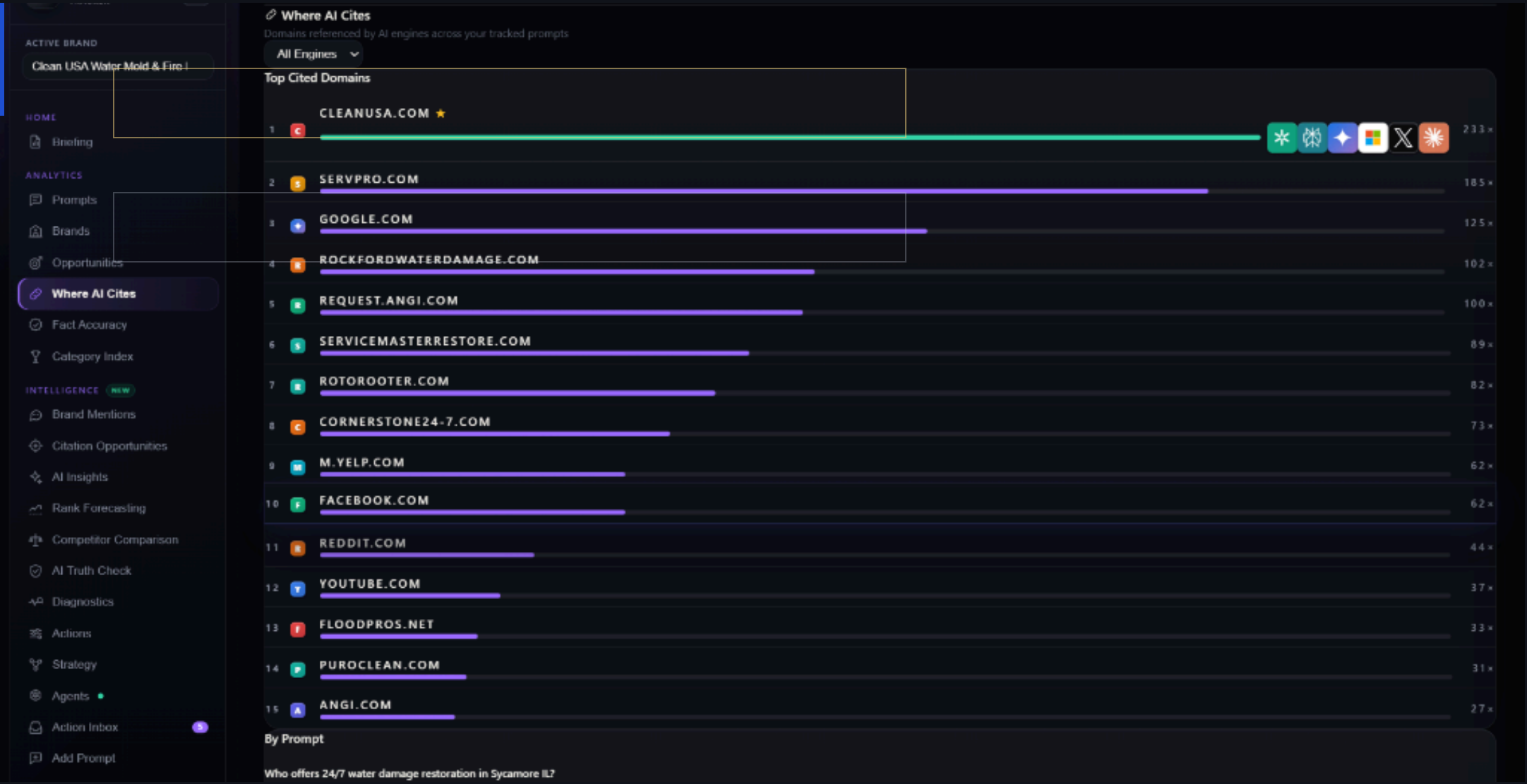


THE SIGNAL

Clean USA appeared in the vast majority of tracked answers across every engine in the study — not a single-platform story.

AI was citing Clean USA more than the *giants*.

In the tracked citation environment, CleanUSA.com was the #1 cited domain.



RANK #1 · TRACKED CITATION LEADERBOARD

CleanUSA.com

233
CITATION APPEARANCES

RANK #2

SERVPRO.com

185
CITATION APPEARANCES

ALSO TRACKED

Google.com 125 · RockfordWaterDamage.com 102
request.angi.com 100 · ServiceMasterRestore.com 89
RotoRooter.com 82

Clean USA wasn't merely appearing in AI's recommendations —
its own domain had become a leading source.

Tracked prompts and engines only. Citation appearances ≠ market share.

Then the whole business
hit a *new high*.

DIRECTLY ATTRIBUTABLE TO OUR WORK

Six Figures+ Annually

in directly tracked call opportunity

TOTAL COMPANY PERFORMANCE · MULTI-CHANNEL

Best month in 13 years.

101+ water-damage jobs
at one location in a single month.

Don't replace what works.
Compound it.

Are you buying leads — or *building a market position*?

Your best lead sources shouldn't have to work alone.

01

Google Maps

Local pack visibility & accuracy

02

AI Recommendations

Citations across AI engines

03

Reviews + Reputation

Signal that drives trust

04

Market Coverage

How far visibility actually reaches

05

Authority

The layer AI & customers trust

GET YOUR MARKET GAP REPORT

See where customers find you. See what they find when they check you.
See which competitors are quietly occupying gaps around your existing lead sources.

MAKE EVERY LEAD SOURCE STRONGER.