

ENTERPRISE CASE STUDY

Mattress Dumpers.

How Chimera Marketing replaced a \$33.82-per-lead paid acquisition dependency with a custom-engineered booking application embedded on the homepage — generating 72 organic bookings, \$8,300 in direct revenue, and a total of \$10,735 in monthly value, all on zero ad spend.

01 — THE CHALLENGE

A service business *renting its own customers.*

Mattress Dumpers operated in a category most agencies look down on. Junk and mattress removal is unglamorous, regional, and dominated by national franchises with bigger budgets. But it is also a category with genuine, recurring demand — every household replaces a mattress every seven to ten years, every move generates furniture disposal, every property turnover creates a junk removal need. The customer was always there. The question was how to reach them economically.

The client's existing answer was Google Ads. Every single booking that came through the business was, in some form, a lead the company had paid for — at a confirmed cost of **\$33.82 per Google lead**, before accounting for the sales time required to convert those leads into actual jobs. The website itself was effectively just a contact form. A customer would fill it out, a human would call them back, quote the work, schedule the pickup, and confirm the booking. Every link in that chain was paid for and human-operated. There was no organic acquisition. There was no self-service. There was no way to scale beyond the ad budget.

"When every customer costs you the same amount no matter how many you serve, you are not building a business. You are renting one — and the moment you stop paying rent, the business disappears."

THE CORE PROBLEMS

- **100% paid acquisition dependency.** Every customer arrived through a \$33.82 Google ad. The moment the spend stopped, the leads stopped.
- **Manual conversion pipeline.** Every lead required a human to call, quote, schedule, and confirm. Sales capacity was the ceiling on growth.
- **No digital infrastructure.** No brand, no SEO presence, no service-area landing pages, no organic search visibility — just a contact form on a placeholder website.
- **No self-service path.** Customers who wanted to book a removal at 11pm on a Sunday had to wait until business hours to even get a quote.

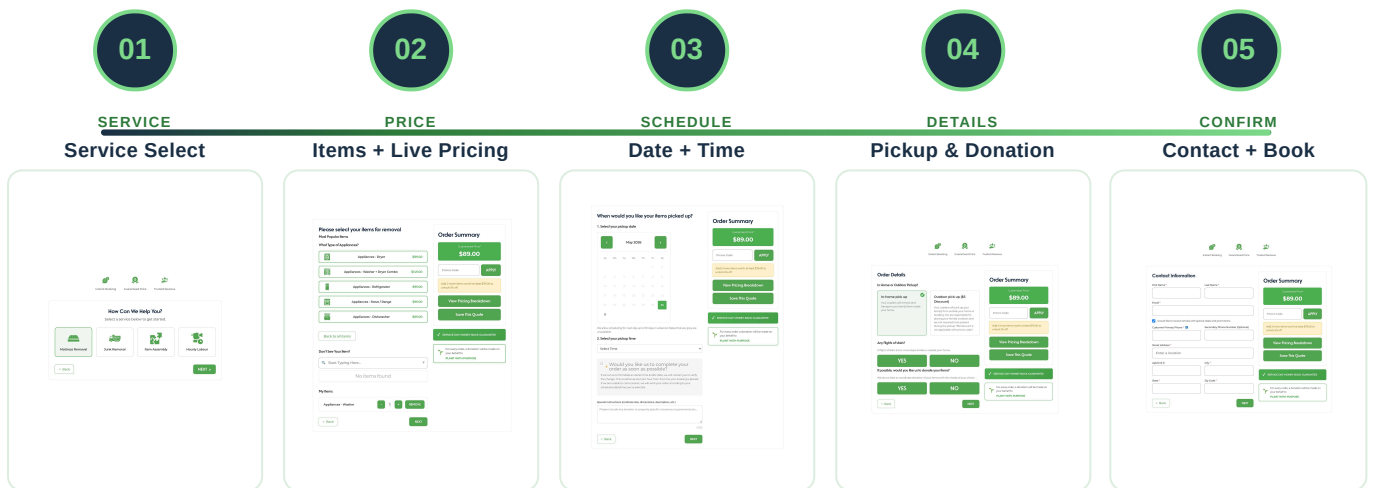
02 — THE SOLUTION

Build the booking app first. *Then build the funnel to feed it.*

Most agencies, presented with this problem, would have started with the website. Chimera started with the **booking application**. The reasoning was structural: there is no point sending organic traffic to a homepage that cannot convert that traffic without human intervention. Any SEO investment would have simply increased the volume of human work required, not reduced it. The only meaningful intervention was to build a transactional layer into the website itself — a self-serve booking application that took customers from "I need this" all the way to "confirmed booking, scheduled, paid" without ever requiring a phone call.

The application was engineered as a **five-stage roadmap**, embedded directly on the homepage. Each stage was a deliberate UX decision designed to reduce friction at the exact moment a typical booking funnel would lose the customer. Live pricing eliminated the "what does this cost?" objection. Calendar scheduling eliminated the "when can you come?" question. Stair surcharge logic and donation routing handled the operational edge cases automatically. The customer never had to call, email, or wait — the application closed every loop before the customer could form the doubt that would have led them to a competitor.

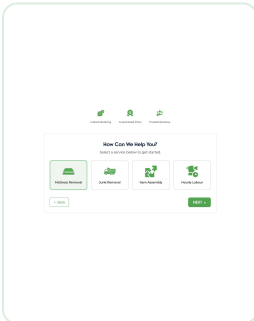
THE BOOKING APPLICATION ROADMAP — FIVE STAGES, ZERO HUMAN TOUCH



01

SERVICE

Service Select

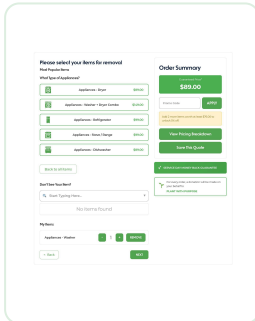


Mattress, junk, item assembly, or hourly labour. Routes customer to right path.

02

PRICE

Items + Live Pricing

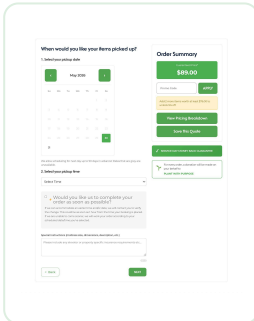


Real-time pricing on every item. Upsell prompts. No quote calls required.

03

SCHEDULE

Date + Time

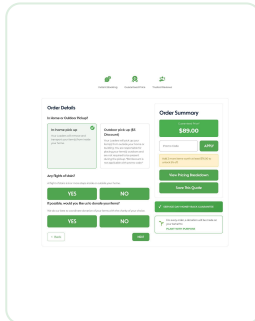


Live calendar up to 90 days out. Rush-order option for urgent pickups.

04

DETAILS

Pickup & Donation

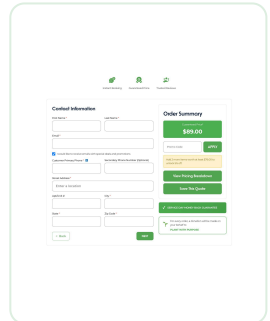


In-home vs outdoor. Stair surcharge logic. Donation routing built in.

05

CONFIRM

Contact + Book



Address capture. Booking confirmation. Customer is now in the system.

03 — THE STRATEGY

Engineer the conversion. Then earn the traffic.

With the booking application live on the homepage, the second half of the strategy could begin. Now that the website could convert traffic on its own — without sales involvement — every organic visitor became a potential booking. The acquisition engine no longer needed to be paid. It needed to be **earned**. That meant SEO. Not the abstract, content-mill version of SEO that most agencies sell, but the specific, geography-anchored, intent-driven SEO that wins in local service categories.

Chimera built a **two-track organic acquisition engine**. The first track was *Local SEO* — Google Business Profile optimisation, NAP consistency across listings, service-area pages for every major metropolitan market, structured data, and ongoing local citation building. The second track was *Content SEO* — high-intent service keywords ("mattress removal near me", "old furniture pickup", "junk hauling service"), supported by genuinely useful content pages that answered the questions customers were actually typing into Google. Together, these two tracks generated traffic that the booking application then converted into actual bookings, with no human intermediary.

"Paid ads stop when the budget stops. The infrastructure we built keeps producing leads every month, twenty-four hours a day, at zero marginal cost — because it was engineered, not rented."

THE ACQUISITION SHIFT — FROM RENTED LEADS TO OWNED INFRASTRUCTURE

BEFORE — PAID DEPENDENCY

100% GOOGLE ADS

Every lead bought · \$33.82 CPL
 Human-operated funnel
 No organic visibility

RENTED · STOPS WHEN PAID STOPS



AFTER — OWNED INFRASTRUCTURE

LOCAL + CONTENT SEO + BOOKING APP

→ Organic traffic at \$0 CPL
 → Self-serve booking (no sales calls)
 → 72 organic bookings in Month 1

OWNED · COMPOUNDS OVER TIME

04 — THE RESULTS

Month one.

\$10,735 in value, zero in ad spend.



In the first month after launch, the system generated **72 organic form submissions** with zero paid acquisition spend. Measured against the client's prior Google CPL of \$33.82, that represents **\$2,435 in avoided advertising cost** — money that would previously have been spent simply to acquire the same lead volume. On top of that, the bookings themselves generated **\$8,300 in direct organic revenue**, bringing the total value delivered in Month 1 to **\$10,735**. Every dollar of it generated by infrastructure the client now owns outright.

The structural significance of this result is more important than the dollar figure. Paid acquisition is a recurring cost — the same \$2,435 would have to be spent again next month, and the month after, and the month after that, simply to maintain the same lead flow. The organic infrastructure Chimera built operates on the opposite curve. **Month 1 is the floor, not the ceiling**. Every additional month of SEO compounds — more rankings, more keyword coverage, more local citations, more authority. The CPL trends toward zero. The booking volume trends upward. The unit economics improve every single month, without additional spend.

- **72 organic bookings in Month 1** — generated entirely through Local + Content SEO, with no paid acquisition support.
- **\$2,435 in avoided advertising cost** — calculated against the client's confirmed prior Google CPL of \$33.82.
- **\$8,300 in direct organic revenue** — booked through the self-serve application without any sales-team intervention.
- **Permanent infrastructure asset** — the booking application and SEO foundation continue producing leads every month, twenty-four hours a day, at zero marginal cost.

"The most expensive growth strategy is one that has to be re-bought every month. The most valuable infrastructure is the kind that earns customers while you sleep — and keeps earning them, forever."