

# Digilatics

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## Overview

Digilatics identified a high-potential growth opportunity within the competitive home inspection industry by leveraging Microsoft Advertising's unique audience reach and AI-powered campaign capabilities.

### The goal

The home inspection industry is highly competitive and heavily dependent on capturing high-intent search demand. Digilatics sought to:

- Access untapped search volume beyond traditional platforms
- Reach homeowners actively searching for inspection services
- Increase high-quality lead generation
- Maintain strong return on ad spend
- Differentiate its agency value proposition within a niche vertical

### The solution

Digilatics implemented a focused vertical expansion strategy centered on precision targeting and AI-driven campaign scalability:

- Exact-match keyword targeting for high-intent homeowners
- AI-powered Performance Max campaigns to expand reach across placements
- Vertical expansion into environmental and commercial inspections
- Continuous optimization to maximize performance efficiency

"Many advertisers overlook Microsoft Advertising, but that's exactly where the opportunity lies. By combining precision targeting with AI-driven scale, we turned it into a high-performing acquisition channel for a competitive vertical. This is the kind of strategic advantage that defines modern performance marketing."

**Mehwish Amjad**

Performance Marketing Specialist

## The results

Over a five-month period, Digilatics achieved consistent high-quality lead generation within the home inspection industry and expanded client participation on Microsoft Advertising following demonstrated success. These results validated Microsoft Advertising as a powerful growth engine within niche intent-driven industries.

575,490

Impressions generated in five months

460%

Return on ad spend (ROAS)



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