PRESS RELEASE

Cabinet Boost Updates 2026 Cabinet Marketing Benchmarks

Cabinet Boost

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LONG BEACH, CA - Cabinet Boost has updated its 2026 cabinet marketing benchmarks, a research page that gathers sourced cost-per-lead, customer-acquisition and local-search figures for cabinet and kitchen businesses. First published on July 11, 2026 and updated on October 16, 2026, the review is signed by founder Sezgin Arslan and combines third-party studies with the agency's own working spend bands.

“These benchmarks give any cabinet shop three things: a realistic expectation for paid marketing cost in this vertical, a reference point for whether a current CPL is normal or structurally broken, and context for why channels deliver different quality at different prices,” said Sezgin Arslan, founder of Cabinet Boost. The page states that every figure is sourced, and that third-party numbers appear only when the cited value was confirmed on the original study page.

The full research page is published on the Cabinet Boost website, alongside the agency's service overview . The methodology section lists LocaliQ, WordStream, PipelineOn, Whitespark, Invoca, IBISWorld and PayScale as the third-party sources used, and notes figures that were considered and left out when a living primary source could not be confirmed.

Among the cited figures, LocaliQ's 2025 home-services search advertising study, covering 3,211 US campaigns from April 2024 through March 2025, reports a median Google Ads cost per lead of $90.92. The same study reports a Construction and Contractors median of $165.67, and year-over-year lead-cost inflation of 10.51 percent in home services.

A PipelineOn 2026 contrast of 888 contractor campaigns places Angi-class customer acquisition cost at about $542 and Google Local Services Ads at about $233, with an average Local Services lead cost of $53 and a 43.9 percent booking rate in that sample. WordStream's 2025 Facebook advertising benchmarks put Home and Home Improvement median lead cost near $41.26, presented as a different buying stage from search demand.

On local search, Whitespark's 2026 Local Search Ranking Factors survey assigns Google Business Profile signals about 32 percent of Local Pack weight, with reviews near 20 percent and on-page signals near 15 percent. A separate Whitespark local review from May 2025 found AI Overviews on 57 to 80 percent of tested local-intent queries, while classic local packs averaged about 39 percent on the same set.

Invoca's 2025 call conversion report finds that 46 percent of home-services phone calls convert to leads, that 37 percent convert during the call itself, and that 61 percent of callers speak with a person. The page also publishes working monthly spend bands from Cabinet Boost campaigns, grouped by shop revenue, and asks readers to note the measurement year when citing any figure.

Cabinet Boost is a marketing agency in Long Beach, California, that works with cabinet, kitchen and bath businesses. The 2026 benchmarks remain on the company website, with third-party figures set to update when the named sources publish new editions.

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