

TrendSpot Media Study: \$2.3M Lost Annually by Chattanooga Businesses on Untracked Marketing

New attribution tracking system exposes massive budget waste across local industries, with restaurants, contractors, and professional services seeing 189%-341% ROI gains after eliminating blind-spot spending.



*When a local law firm from mid-West discovered their \$18,000 billboard generated exactly zero cases while their \$800/month Google Ads drove 41% of revenue, they were furious. TrendSpot Media's analysis of 430 businesses reveals this isn't an isolated incident. Across industries, **78% of marketing budgets are allocated based on guesswork, not data.** Our full attribution system—tracking calls, forms, and chats back to specific campaigns—has helped early adopters eliminate an average \$47,000 in annual waste while doubling down on what actually works.*

***CHATTANOOGA, TN** - February 16, 2026 - TrendSpot Media released findings from a six-month analysis of local business marketing campaigns performed in 2025, revealing that Tennessee's small business sector loses an estimated \$2.3 million annually to untracked marketing channels, with the majority of companies unable to connect their advertising spend to actual revenue.*

The comprehensive study analyzed marketing performance data from 430 businesses across eight industries and found that while businesses invest an average \$78,000 annually in marketing, only 22% can definitively prove which channels generate sales versus which simply consume budget.

"We uncovered patterns that would shock most business owners," said Damir, Senior Marketing Analyst at TrendSpot Media. "A Nashville roofing company was spending \$2,400/month on Facebook ads that generated impressive likes and shares—but zero qualified leads. Meanwhile, their neglected Google Business Profile updates were quietly driving 52% of their actual jobs. They had no idea because they weren't tracking source attribution."

The impact varies dramatically by industry. TrendSpot's analysis found:

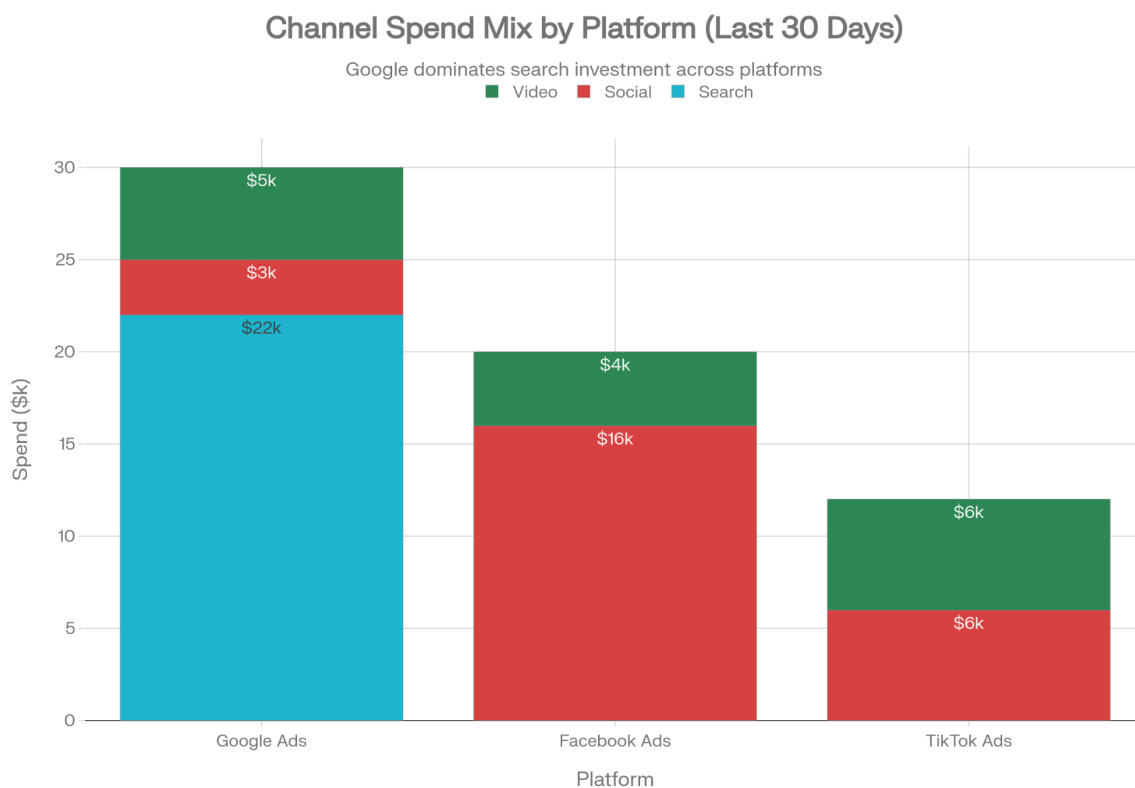
Restaurants & Hospitality: An upscale restaurant discovered their \$1,800/month print ads in lifestyle magazines generated 3 reservations over six months, while their \$200/month Google Ads drove 127 bookings. After implementing call tracking and reservation source tagging, they reallocated the budget and saw a 227% increase in cost-per-acquisition efficiency.

Home Services (HVAC, Plumbing, Roofing): A local HVAC company based north of Chattanooga, found that 68% of their service calls came from organic Google Maps listings and Local Services Ads,

while their \$3,200/month radio advertising campaign generated just 4% of calls—none of which converted to paying customers. Post-attribution reallocation resulted in 341% ROI improvement.

Professional Services (Legal, Accounting, Consulting): The law firm mentioned earlier cut their outdoor advertising budget by 73%, reinvested in search ads with proper UTM tracking, and increased qualified case inquiries by 89% while reducing total marketing spend by \$1,200/month.

E-commerce & Retail: A Chattanooga-based retailer was running simultaneous campaigns across Google, Facebook, and TikTok. Attribution tracking revealed that while TikTok ads had the lowest cost-per-click, Facebook ads generated 4.2x higher average order value. They shifted budget accordingly and increased revenue per marketing dollar by 156%.



"The common thread across all industries is this: every business thinks they know what's working, but without granular attribution data, they're just guessing," Damir explained. "We implemented dynamic phone number insertion for a contractor—different tracking numbers for Google Ads, organic search, and their truck wraps. Within 30 days, they discovered their truck wraps generated 23% of calls but cost \$8,000 less annually than their underperforming newspaper ads."

Traditional tracking methods fail to capture the complete customer journey. A typical buyer might see a Facebook ad, Google the company name, visit the website three times, then call from a mobile search result. Without proper attribution, businesses credit the wrong channel or miss the touchpoint entirely.

TrendSpot Media's full attribution system solves this by:

- **Dynamic call tracking** that assigns unique phone numbers to each traffic source
- **UTM parameter preservation** that maintains campaign data through form submissions
- **Chat source mapping** that attributes conversations to specific ads and keywords
- **Multi-touch attribution modeling** that maps the complete customer journey
- **Revenue integration** that connects leads to actual closed sales and lifetime value

He emphasized- "We're connecting every dollar spent to revenue generated. One home services client realized their 'best performing' Facebook campaign by engagement metrics had a customer acquisition cost of \$847, while their Google Local Services Ads were acquiring customers at \$143 each. That single insight saved them more than \$18,000 in the first year."

The study also revealed that businesses with full attribution tracking make faster, more confident decisions about budget allocation, resulting in:

- 43% higher marketing ROI within 90 days
- 67% reduction in wasted ad spend
- 2.8x faster identification of underperforming channels
- 189% average improvement in cost-per-acquisition across all industries

Founded in 2023, TrendSpot Media has specialized in eliminating the guesswork from local business marketing through data-driven attribution and optimization. The agency serves businesses across Chattanooga and nationwide, with particular expertise in home services, professional services, restaurants, and e-commerce.

For more information about TrendSpot Media's attribution tracking system, [visit their website](#) or contact the team at 423-994-3009.

About TrendSpot Media:

TrendSpot Media transforms marketing from guesswork into science through comprehensive attribution tracking. The agency's proprietary system monitors every customer touchpoint: calls tracked via dynamic number insertion, forms with preserved UTM parameters, and chats mapped to source campaigns, providing complete source-to-revenue transparency. This data-driven approach has helped many businesses across multiple industries eliminate an average \$47,000 in annual marketing waste while significantly improving ROI. Their team brings over 15 years of marketing analytics experience from Fortune 500 campaigns, now focused on delivering enterprise-level tracking and optimization to local businesses in Tennessee's thriving \$2B+ small business economy.