



Why franchise ads don't sell more territories

We checked the recruitment pages, forms, tracking and Meta ads of 127 franchise brands with 50 or more units. This is where the leads leak.

127 BRANDS • 2,128 RECRUITMENT ADS • 38 CHECKS PER BRAND

Why we did this

Most franchise brands we talk to tell us the same thing. The ads bring leads. The leads don't buy.

So we stopped guessing and looked. We went through 127 franchise brands with 50 or more units that already pay to recruit franchisees on Meta. For each one we checked four things: what a candidate sees on their phone, what the inquiry form asks, what the tracking tells Meta, and what the ads say.

The ads are rarely the whole problem. Most brands are already buying the clicks. The leaks are in the steps after the click, and they are the same leaks at brand after brand.

What we found, in one minute

98%

ask for a name, email and phone before a single question about money, timing or territory.

9 in 10

don't say what the opportunity is, or who it's for, on the first phone screen.

None

of the 127 had all three tracking basics that let Meta learn which leads become franchisees.

3.9%

of recruitment ads name or quote a real franchisee. 61% of the same brands show one on their website.

How to use this report

Each finding ends with a "check yours" question. Open your own franchise page and answer it. If the answer is no, you have the same leak as most of the market, and it is likely costing you franchise sales.

The Digital Rocket team

How we did it

Same 38 checks for every brand. Every answer tied to something you can see on the brand's own page.

Method

Who we looked at

127 franchise brands with 50 or more units: 103 in the US and 24 in Australia. All were on Digital Rocket's lists of franchisors that recruit with paid ads, so this is a study of brands already spending to sell franchises.

The median brand has 144 units and started franchising in 2007. Biggest categories: food and beverage 34, home services 17, fitness 15, children and education 14, beauty 10.

What we checked

38 yes-or-no checks in five areas: the recruitment page (9), the phone view (5), the inquiry form (10), tracking (7) and Meta ads (7). Plus 10 copy codes, such as what the headline leads with.

How we checked

Between 8 and 13 October 2026 we saved each recruitment page on a phone and on a desktop, with the full text, the inquiry form and any form that opens in a pop-up. We logged every tracking request the page made. Google PageSpeed supplied real-user speed data where Google has it.

We read every active ad in the Meta Ad Library for each brand: 2,128 recruitment ads. Units, fees and investment came from public franchise directories and brand sites.

How we scored

Each page was scored against a fixed rubric with AI-assisted review. Every answer is tied to a quote or a screenshot from the saved page, so any number here traces back to a real page.

127

franchise brands, 103 US and 24 Australia

\$290K–\$656K

median published investment range, US brands

2,128

active recruitment ads read in the Meta Ad Library

Percentages are shares of brands where a check could be answered; the base is shown with each number. We see what loads in a browser, not ad spend, CRM data or sales results, so a brand may send data we can't see. Passing every check doesn't guarantee sales; these are the basics. Brands are anonymous, and screenshots and ad copy have names removed.

The numbers at a glance

The median brand fails 17 of the 35 or so checks we could measure for it. The best brand still fails 12.

127 BRANDS

At a glance

98%

ask for contact details before a single qualifying question

124 OF 126 FORMS

90%

don't say what the opportunity is, or who it's for, on the first phone screen

113 OF 126 PAGES

55%

use one Meta pixel for customers and franchise candidates alike

47 OF 86 WITH A PIXEL ON BOTH SITES

0

have all three tracking basics: own pixel, click ID kept in the form, server-side signal

OF 127 BRANDS

8

clear five recruitment basics in a row

OF 127 BRANDS

3.9%

of recruitment ads name or quote a real franchisee

82 OF 2,128 ADS

INSIDE THIS REPORT

FINDING 1	The first phone screen	4
FINDING 2	The inquiry form	5
FINDING 3	Tracking	6
FINDING 4	The ads	7
FINDING 5	The words	8
THEN	Five basics in a row, a self-check, and how we fix it	9

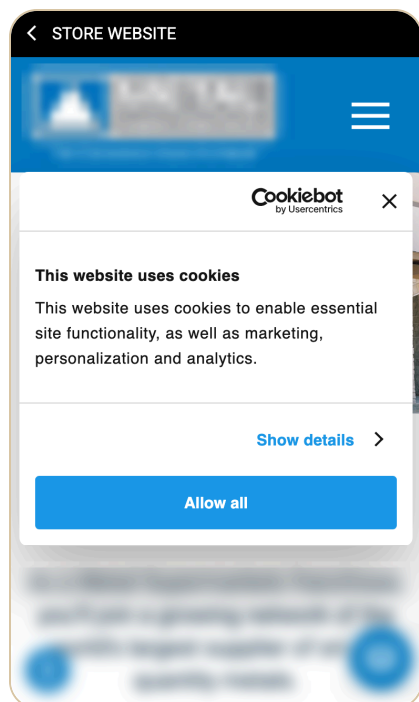
These brands already run ads. The median US franchise fee in this group is \$49,000 (102 brands), before a single royalty payment. That is what one franchise sale is worth up front.

FINDING 1 • THE FIRST PHONE SCREEN

9 in 10 first phone screens don't say what the opportunity is or who it's for

90%

of first phone screens miss the basics

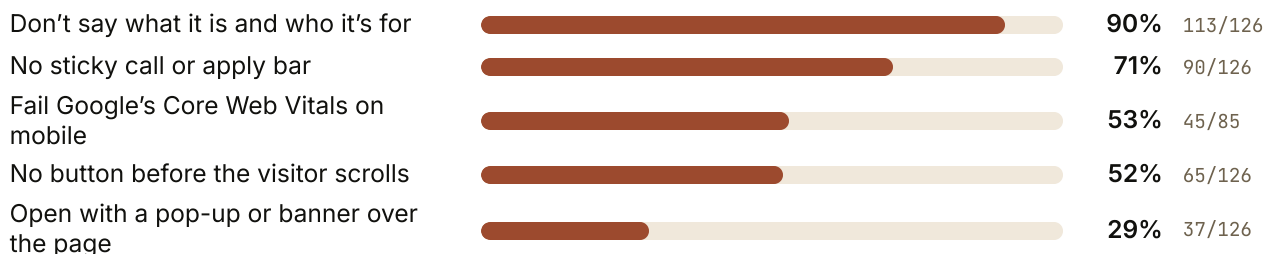


Recruitment ads run in Facebook and Instagram feeds, and people scroll those on their phones. The ad makes a promise. If the first screen doesn't keep it, many candidates leave before they read a word about the franchise.

- 1 A cookie banner covers half the first screen.
- 2 The one line that sells the franchise starts below the banner.
- 3 No button to inquire or apply. The only action is a menu.
- 4 Chat and accessibility widgets sit on top of the copy.

One real page from the study, as a phone shows it on arrival. Brand blurred.

SHARE OF BRANDS



Only 3 of 126 pages do all three on a phone: say what it is and who it's for, show a button, and keep a call or apply bar on screen.

CHECK YOURS

Open your franchise page on your phone. Without scrolling, does it say what you're offering, who it's for, and how to take the next step?

98% ask for an email before a single qualifying question

0 of 80

forms that ask about capital ask it before name and email

When every form asks the same contact questions first, a funded operator and a curious browser land in your CRM as the same row. Your team has to call both to find out. Meta learns from who fills in the form, so it hears they're the same too.

THE TYPICAL FORM • 6 FIELDS, 0 QUALIFYING

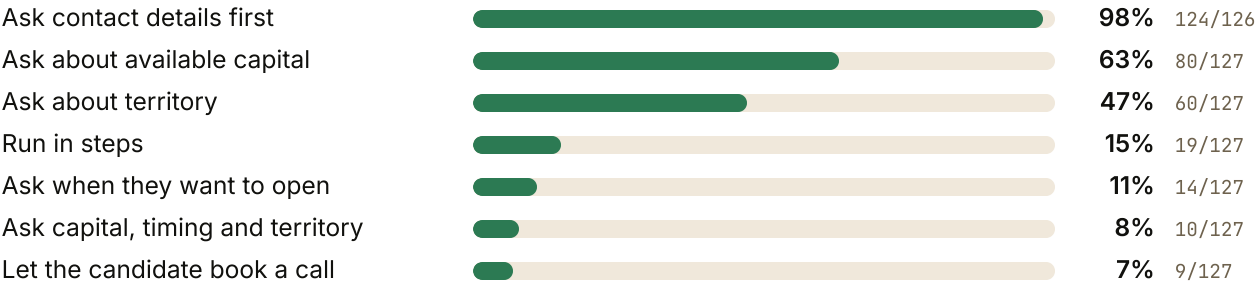
First name	CONTACT
Last name	CONTACT
Email	CONTACT
Phone	CONTACT
Zip / postal code	LOCATION
Consent	CONSENT

ONE OF THE MOST COMPLETE FORMS WE FOUND

Name	CONTACT
Email	CONTACT
Phone	CONTACT
Experience	QUALIFIES
Owned a business before?	QUALIFIES
Where do you want to open?	QUALIFIES
When do you want to open?	QUALIFIES
How much capital do you have?	QUALIFIES

Good questions, but name, email and phone still come first.

SHARE OF BRANDS



80 forms ask about capital. Not one of them asks it before the contact details. The median form has 9 fields.

CHECK YOURS

Does your form ask about capital, timing and territory? Does it ask any of them before the email field?

None of 127 brands had the three tracking basics Meta needs to find franchisees

0 of 127

have own pixel, click ID and server-side signal

Meta finds more people like the ones you tell it about. Three things decide what it hears.

An own pixel

If the franchise site shares the customer site's pixel, Meta learns from people buying the product, not people buying a franchise.

The click ID, kept

If the form doesn't store where the lead came from, you can't tell Meta which ad found your next owner.

A server-side signal

Browsers and ad blockers drop events. A server-side feed is how qualified leads and sales get back to Meta.

84%

have a Meta pixel on the recruitment page

107 OF 127

55%

share that pixel with the customer website

47 OF 86 WITH A PIXEL ON BOTH

49%

don't keep the click ID or ad source in the form

62 OF 127

86%

show no server-side tracking signal

109 OF 127

Only 8 of 127 keep the click ID and show a server-side signal. Without them, Meta can only optimize for form fills, because that is all it is told about. We can only see what loads in a browser; a brand may send data we can't see.

CHECK YOURS

Does your franchise site have its own pixel? Does your form keep the click ID? Do qualified leads get sent back to Meta?

FINDING 4 • THE ADS

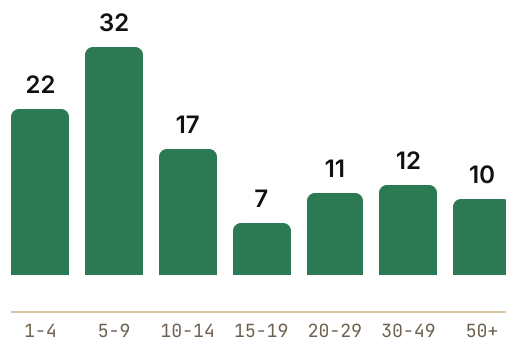
The clicks are paid for. The proof is missing.

3.9%

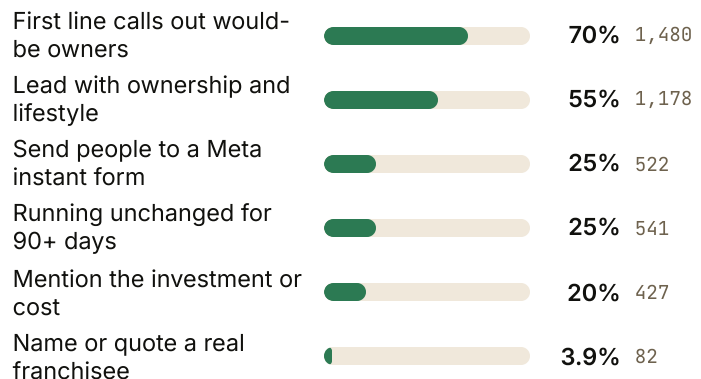
of 2,128 recruitment ads name a real franchisee

111 of 122 brands run recruitment ads, a median of 10 at a time. Most open by calling out would-be owners. Almost none use the strongest proof a franchisor has: a real owner's story. 61% of these brands put a named franchisee on their website. Only 82 of 2,128 ads do.

BRANDS BY ACTIVE RECRUITMENT ADS



SHARE OF 2,128 RECRUITMENT ADS



TYPICAL • IMAGE • LANDING PAGE

Open a [Brand] Franchise

Take advantage of this top Franchise Opportunity that [Brand] has in your area. Open a franchise with the most trusted name in the industry.

LEADS WITH OWNERSHIP • NO FRANCHISEE • CLAIM WITHOUT PROOF

RARE • VIDEO

Nurse to Entrepreneur: Watch [Owner]'s Success Story

Hear directly from our franchisees about their journey to building a meaningful, successful business in home care.

NAMES A FRANCHISEE • SPEAKS TO PEOPLE WHO ALREADY LOOKED

Ad copy as it ran in the Meta Ad Library. Brand names and identifying words removed.

CHECK YOURS

How many of your active ads show a real franchisee, by name? How long has your best ad been running?

Most franchise pages sound the same

If every page promises freedom and a proven system, none of them stand out. Candidates compare brands side by side. The page that says who it's for and what it costs gives them a reason to call.

69%

of headlines lead with ownership and lifestyle

88 OF 127 PAGES

14%

of hero sections say who the franchise is for

18 OF 127

4%

of hero sections mention the investment

5 OF 127

14%

of hero sections say who the franchise is for

STOCK PHRASES, SHARE OF PAGES



The median page reads at a grade 13.5 level, college level. Pages say "we" and "our" more than "you".

CHECK YOURS

Read your headline out loud. Could a competitor put their logo on it without changing a word?

Only 8 of 127 brands clear five basics in a row

8 of 127
clear all five

Each step is something Meta-led recruitment depends on. Brands drop out at every one.

1. Recruitment page reviewed



2. Publishes an investment range

47% of the step above



3. Form asks about available capital

58% of the step above



4. Form keeps the click ID or UTM source

46% of the step above



5. Own Meta pixel, not the customer site's

50% of the step above



Why each step matters

1. The page every recruitment ad sends people to.
2. Filters out people who can't fund a territory before they inquire.
3. Lets your team grade a lead before anyone picks up the phone.
4. Ties every inquiry back to the ad that paid for it.
5. Keeps Meta learning from candidates, not from customers.

The good news

None of these need a new website. They are changes to one page, one form and the tracking behind them. Fixing them is how you stop paying Meta to find the wrong people.

Check your own funnel

Ten questions. Each one is a leak we found again and again.

Self-check

QUESTION	BRANDS THAT ANSWER NO
☐ Does your first phone screen say what you offer and who it's for?	90%
☐ Is there a button to inquire before the visitor scrolls?	52%
☐ Does a call or apply bar stay on screen as they scroll?	71%
☐ Does the page publish the investment range?	53%
☐ Does your form ask about available capital?	37%
☐ Does it ask when they want to open?	89%
☐ Does it ask a qualifying question before the email field?	98%
☐ Does the franchise site have its own Meta pixel?	55%
☐ Does your form keep the click ID or ad source?	49%
☐ Do your ads show a real franchisee, by name?	89%

For the pixel question, the figure is the share of brands with a pixel on both sites that use the same one. Each "no" is a place where ad money leaks before it reaches a sale. Most brands in this study had several.

How Digital Rocket fixes this

FranchiseFlow is our franchise lead generation system. It filters paid demand into qualified, territory-fit candidates, then ties source, cost and sales outcome to the franchise awards your team can close.

Fix the leaks

01

We stop the leaks

Tracking, landing pages and intake get sealed before any new spend goes in, so bot traffic and junk inquiries stop eating the budget.

02

We route budget toward buyers

Our GAR process grades every inquiry Green, Amber or Red on territory, capital, timeline and motivation. The Green signal goes back to Meta and Google, so the algorithm learns who becomes a franchisee.

03

We double down on what makes you money

Spend is mapped to open territories and development capacity, and we scale what closes.

50+

franchises sold for one client across a seven-year engagement

\$18.39

cost per lead in 2025, down from \$43.75 in 2022

20+

franchises sold in 2025 alone, up from 12 in 2024

RESICERT • AU AND NZ • ONE CLIENT'S DOCUMENTED RESULTS, YOUR NUMBERS WILL BE DIFFERENT

"Fired 5 agencies before Digital Rocket. Still here, 6 years on."

PAUL • RESICERT

The next step

A 30-minute diagnostic of your franchise marketing. No pitch unless the math supports it. You leave with up to 3 profit leaks, yours to keep either way.

BOOK YOUR DIAGNOSTIC

DIGITAL ROCKET • FOUNDED BY IVAN JANKU • SERVING US, UK, AUSTRALIA, NEW ZEALAND AND CANADA