

CASE STUDY

FACEBOOK ADS

Finance & Lending



OVERVIEW



OVERVIEW

This case study details a highly successful Facebook Ads campaign executed for a client specializing in business credit and loans, real estate loans, and business debt relief solutions. The campaign, which ran for 3 months, aimed to significantly increase leads among startups, SMEs and entrepreneurs.



ABOUT THE CLIENT

The client is known for crafting top-tier alternative financing solutions for those who don't meet traditional bank loan requirements.

Their goal was to penetrate the SME and entrepreneurship market and convert them into loyal customers.



PROBLEM STATEMENT

The primary challenge was to establish a dedicated audience of entrepreneurs and businessmen capable of driving solid leads. With a focus on attracting SME owners and startup CEO's, the client sought to promote their alternative financing solutions effectively.

GOALS

The primary goal was to create an audience that would generate leads from startups, small-medium business owners and entrepreneurs. The client's objective was to ensure that these leads become long-term, loyal clients that will make up their main customer base for retargeting and lookalike purposes as well.



STRATEGY

THE CAMPAIGN RAN FOR 3 MONTHS

The team researched audiences on Facebook and Instagram, targeting SMBs who have shown high interest in lending and all topics related to the matter.

Remarketing and lookalike audiences boosted leads, resulting in a total of 124 leads at a CPL of \$20.05

Continuous AB testing showed static creatives outperformed videos, leading to a shift to the former; proving to be highly effective.



BEST PERFORMING ADS

The best-performing ads were static image ads with carefully researched targeting. Remarketing and lookalike audiences were applied, leading to optimized creative performance.

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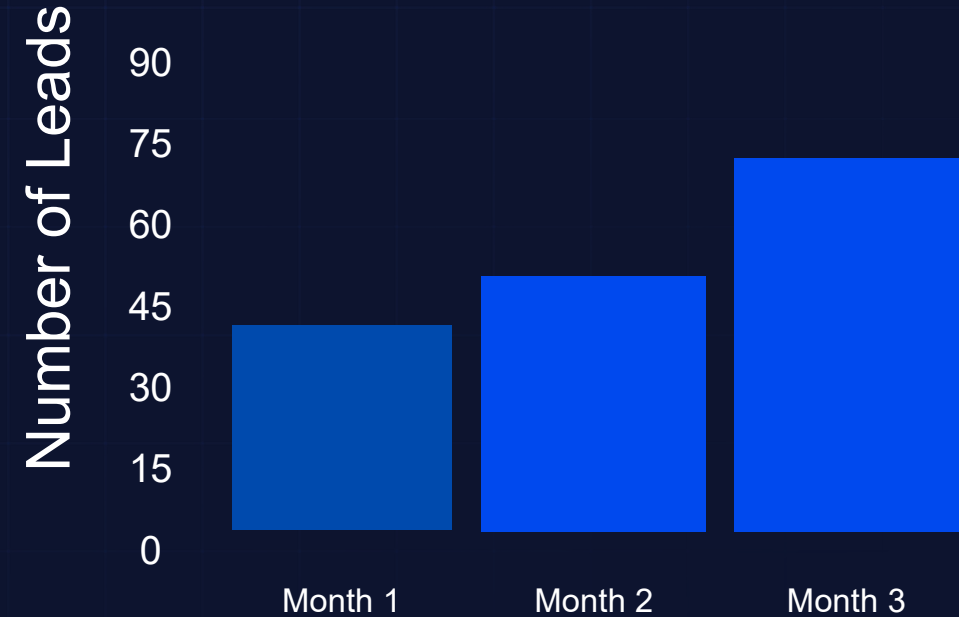
On the first month of the campaign, we were able to generate 31 leads at a cost per lead of \$25.11

By the end of the 3rd month, the campaign saw a significant increase, generating 60 leads at a cost per lead of \$15.27.

This represents a remarkable lead increase of 94% and a 39.19% decrease in CPL over a three-month period.

FINAL OUTCOME

The campaign successfully generated a total of 124 leads at a final CPL of **\$20.05**



Budget: \$700 Per Month
Location: United States

CONCLUSION

The Facebook Ads campaign for the lending company client was a resounding success. The campaign achieved a significant increase in leads and overall talent pool for the company with low CPL ; far exceeding the client's expectations.

This case study demonstrates the effectiveness of a well-executed digital marketing strategy in reaching and converting a highly specific target audience.

