

CASE STUDY

FACEBOOK ADS



Financial Funding Business

OVERVIEW



OVERVIEW

This case study details a highly successful Facebook Ads campaign executed for a client specializing in alternative financing solutions. The campaign, which ran for 2 months,, aimed to significantly increase leads among 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 challenge was to create an audience that would generate leads from small 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 4 MONTHS

The team researched audiences on Facebook and Instagram, targeting small business owners and testing different optimization combinations to increase leads and lower CPL.

Remarketing and lookalike audiences boosted leads and further decreased CPL, resulting in 86 leads at a CPL of only \$5.26.

Continuous AB testing showed static creatives outperformed videos, leading to a shift to the former, which proved 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.



A Facebook advertisement for business funding. The ad features a white background with blue and yellow accents. At the top, there is a profile picture and a name. The main text reads: "Don't let your credit score or time in business be a roadblock to YOUR funding, and business lines or credit. Don't let bank requirements hold you back. We can offer financing even if you have: ✓ FICO score as low as 500 ✓ Less than a year in business ✓ Verifiable revenue as low as \$100k annually Contact us today to unlock financing for your business. #AlternativeLending #BusinessFinancing". Below this is a large image of a hand pointing at a document with several gold coins floating around it. The text "Get up to \$500k for your existing business" is overlaid on the image. Below the image, it says "Get the RIGHT FUNDING that your business needs!" and "LOAN APPROVED" in a blue stamp. At the bottom, it lists "Equipment Financing | Merchant Cash Advances | Lines of Credit | Working Capital Loans". The ad is framed by a blue border. At the very bottom, there is a blue bar with the text "Push forward for YOUR business funding" and a "Download" button.

Don't let your credit score or time in business be a roadblock to YOUR funding, and business lines or credit.

Don't let bank requirements hold you back.

We can offer financing even if you have:

- ✓ FICO score as low as 500
- ✓ Less than a year in business
- ✓ Verifiable revenue as low as \$100k annually

Contact us today to unlock financing for your business.
#AlternativeLending #BusinessFinancing

Get up to \$500k for your existing business

Get the **RIGHT FUNDING** that your business needs!

LOAN APPROVED

Equipment Financing | Merchant Cash Advances
Lines of Credit | Working Capital Loans

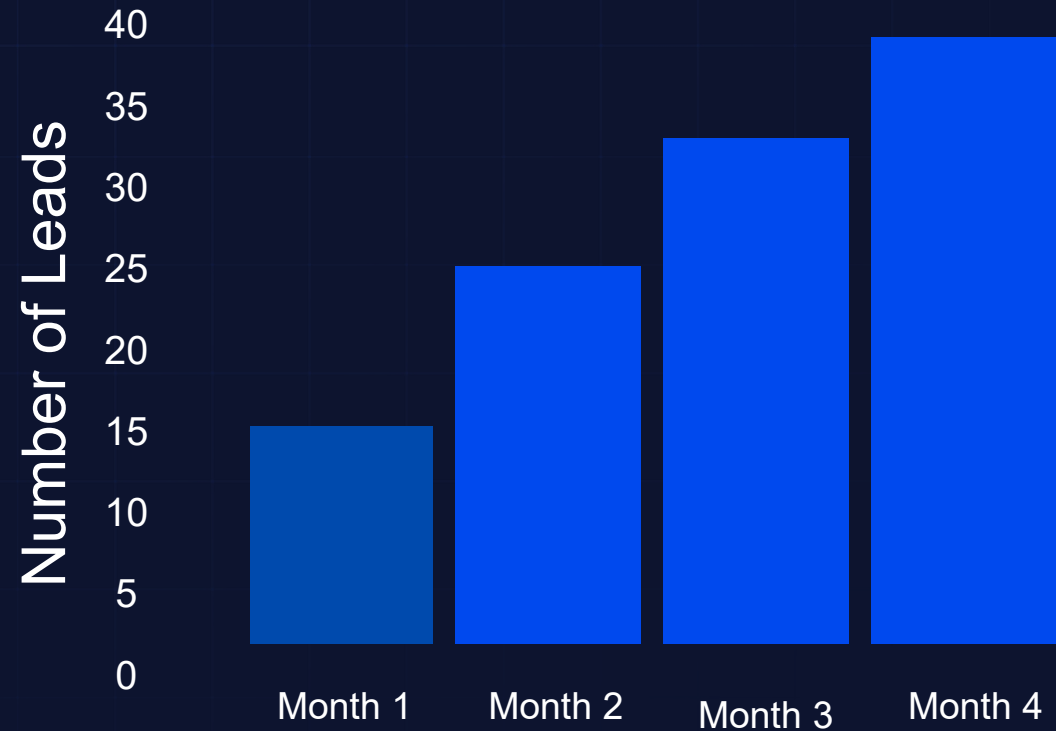
Push forward for YOUR business funding

Download

DETAILED RESULTS

By the end of April, the campaign generated 66 leads at a cost per lead of \$5.64.

Come mid-May, the campaign saw a decrease in CPL, generating 20 leads at a cost per lead of only \$4.00! This represented an amazing CPL decrease of 29% in less than a month's period.



FINAL OUTCOME

The campaign successfully generated a total of 86 leads at a final CPL of \$5.26.

Budget: \$500 Per Month
Location: United States

CONCLUSION

The Facebook Ads campaign for the commercial loan brokerage client was a resounding success. The campaign achieved an amazing set of leads with great 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.

