



How We Exploded Leads for an Investment Company with No U.S. Presence

a paid social case study

Introduction

Our client was an internationally based real estate investment company with no brand presence in the U.S. when it started with WebMechanix in August of 2018. The business was hungry for new investor volume in the U.S.

Initially, our client had no fleshed out digital marketing strategy; they were mainly using pay-per-click and direct response advertising to build their investor base. Because the company had no brand recognition, it tried to focus on the bottom of the marketing funnel to encourage investor sign-ups by targeting people who were “in-market.” They spent a lot of ad budget going after generic search terms on Google Ads and social media ads, which contributed to a high cost per lead.

83%

decrease in cost per lead

3,420%

conversion rate increase

1,042%

increase in total leads

Discoveries

We knew we’d have a better chance of converting prospects if we could communicate our client’s credibility and track record. Fortunately, our client had established a partnership with an insurance company for equity protection, which means investors are exposed to a slightly lower risk with them than with competitors.

We took advantage of this differentiator to create a more tailored landing page experience. By emphasizing equity protection, our client’s historic track record of success, and examples of available investment opportunities, the new page did a great job of enticing prospects to sign up as investors.

Strategy

1. We used the power of machine learning and ad intelligence to refine the client's target audience.
2. We cut down on the number of active platforms on which we were spending the client's advertising dollars by identifying platforms that were good at generating leads.
3. We reinforced landing page best practices and tested different selling angles—like benefits-focused copy—to capture more leads, using quantitative historical data such as the client's yields and average returns.

Our client also produced a list of accredited investors, which became a turning point in our strategy. Now, we were able to create “lookalike” and “similar to” audiences based on a list of customers. This allowed us to build much more refined prospecting audiences by feeding good data to advertising platform algorithms. As expected, our cost per lead and volume started to improve.

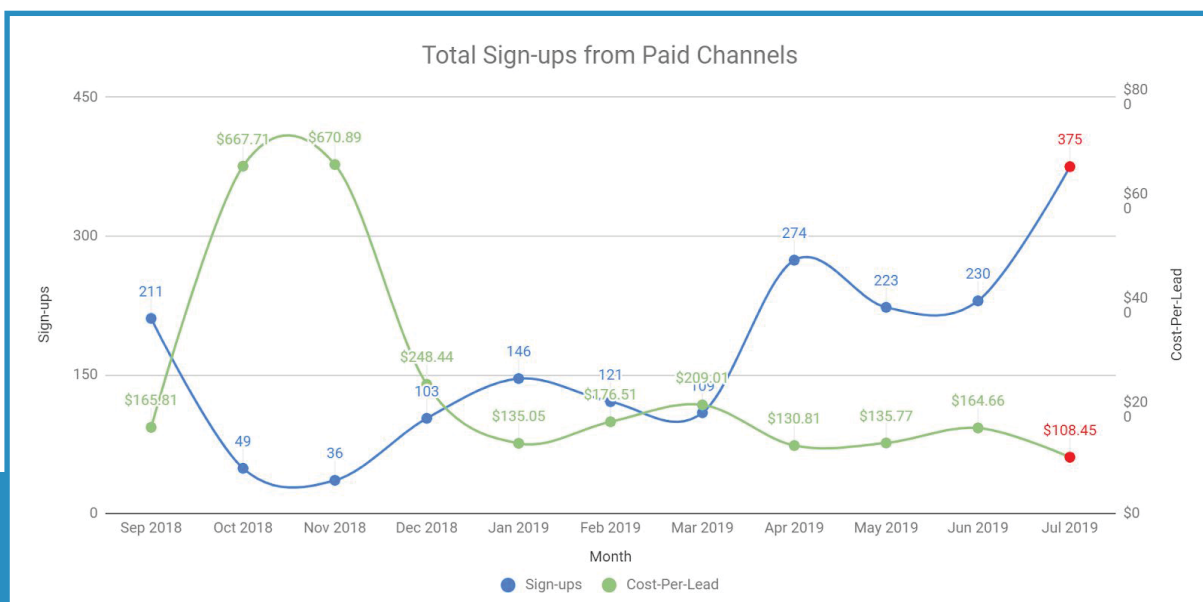
The Bottom Line

We skyrocketed our client's conversion rate from 0.05% between September and November of 2018 to 1.76% between May and July of 2019.

In the graph below, you'll see the lead count and cost per acquisition (CPA) trends from campaign launch to July 2019. These metrics have been trending noticeably in the right direction.

As of July, we're on pace to produce a record number of leads 100% digitally, while simultaneously bringing CPA ~83% compared to October of 2018.

We shared this exact trend line with the client's team, and they were all smiles! For the first time, our client is seeing the consistent lead flow it needs to be a major player in the U.S. online real estate investment space.





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for more information