

# CASE STUDY

FACEBOOK ADS

Commercial Lending Company



# OVERVIEW



## OVERVIEW

This case study explores how a commercial lending company, specializing in merchant cash advances and business financing solutions, achieved lead generation success and cost efficiency through strategic Facebook Ads management.



## ABOUT THE CLIENT

The client operates in the financial services sector, offering essential solutions such as merchant cash advances and business loans.



## PROBLEM STATEMENT

In a competitive landscape as financial service providers, the client faced the challenge of standing out and efficiently capturing leads for their merchant cash advances and business loans.

# GOALS

The primary goal was to boost lead generation for the commercial lending company's merchant cash advances and business loans while reducing the cost per lead to improve overall ROI.



# STRATEGY

## THE CAMPAIGN RAN FOR 3 MONTH

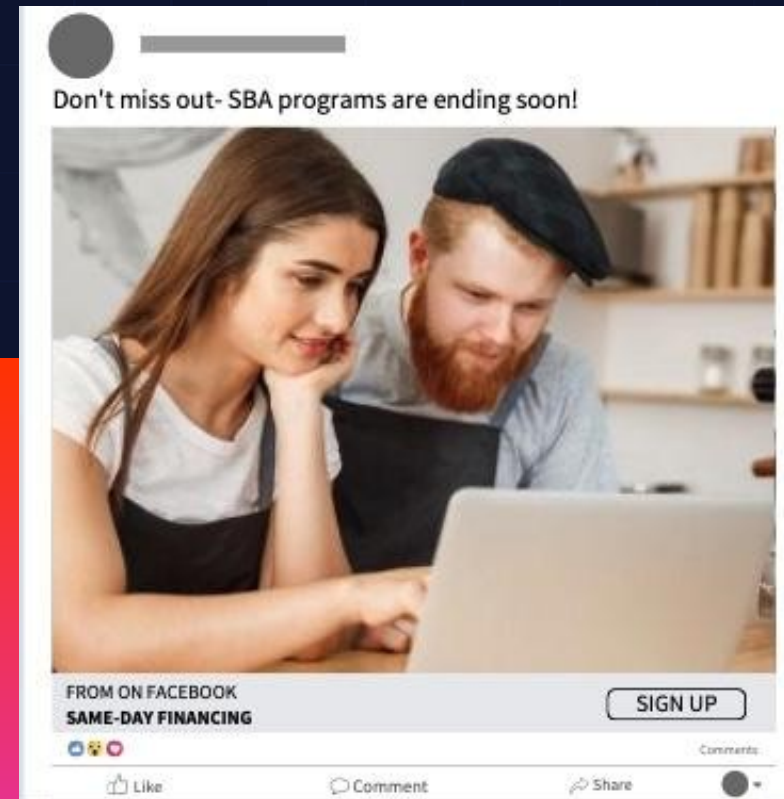
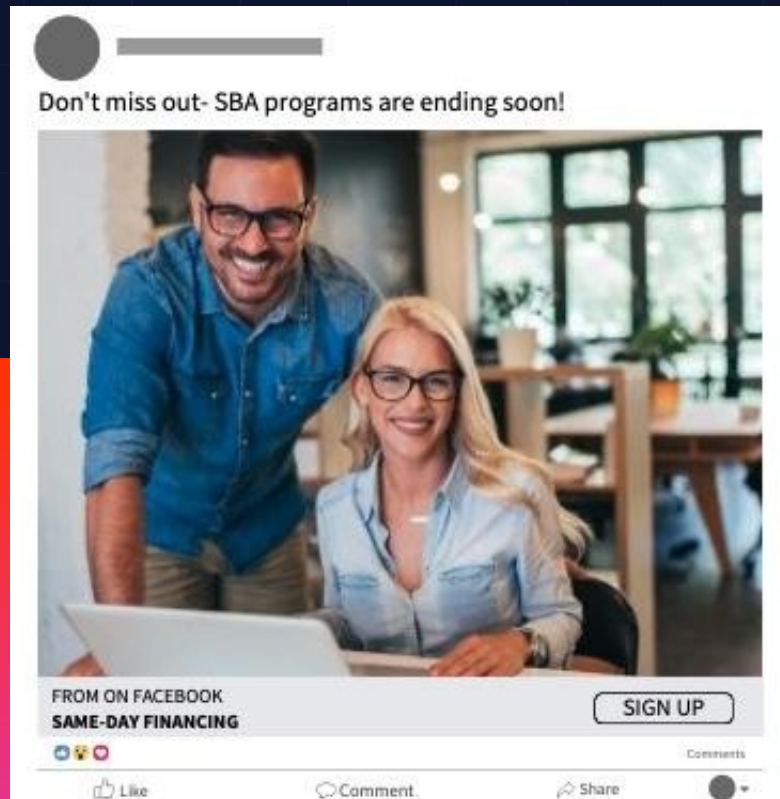
Through targeted Facebook Ads management and iterative optimization, the client successfully achieved this objective, demonstrating the effectiveness of their advertising strategy in a competitive market landscape.

Over the three-month campaign, lead acquisition exhibited growth, starting with 84 leads at a CPL of \$8.51, increasing to 152 leads at a CPL of \$5.42 at the end. The best-performing ads emphasized urgency and immediate benefits, resulting in higher engagement and conversions.



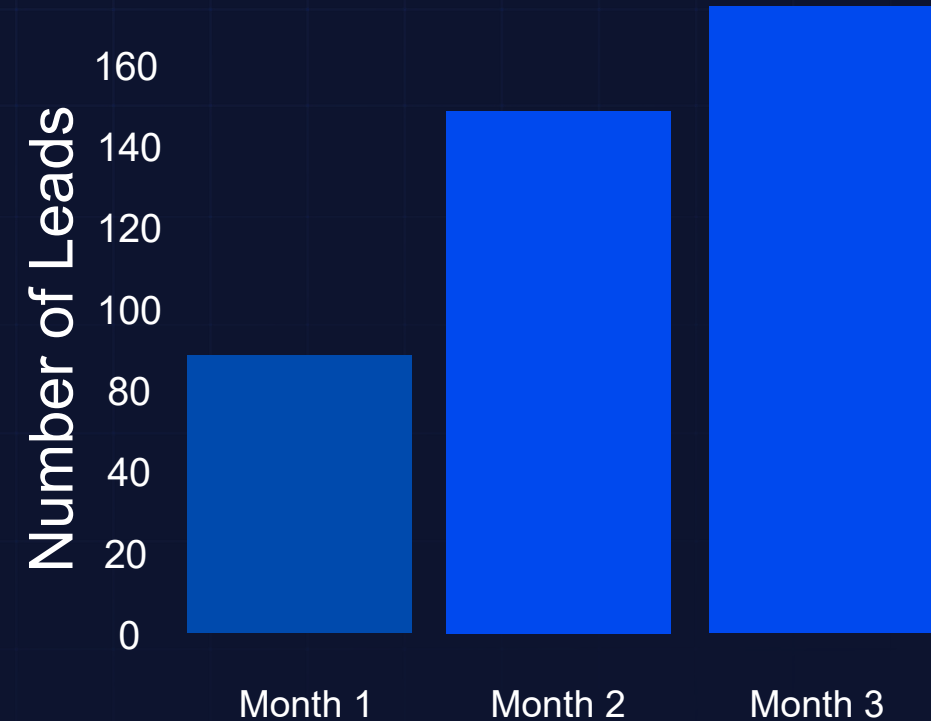
# BEST PERFORMING ADS

The best-performing ads were video ad with a explainer script and carefully researched targeting .



# DETAILED RESULTS

The initial targeting focused on small business administration interests, getting 84 leads at \$8.51 CPL. Further optimization, including interests like "Credit limit" and "Bookkeeping," resulted in 142 leads at \$6.22 CPL.



## FINAL OUTCOME

The campaign achieved 378 leads with an average CPL of \$5.41.

Budget: \$700 Per Month  
Location: United States



# CONCLUSION

This case study underscores the importance of a strategic and flexible advertising approach in highly competitive markets. Through continuous testing and optimization of targeting parameters, the client not only increased lead volume but also improved cost-efficiency, ultimately enhancing ROI.

