

# INCREASED LEADS BY 29X MONTH OVER MONTH THROUGH SOCIAL LEAD GEN TESTING

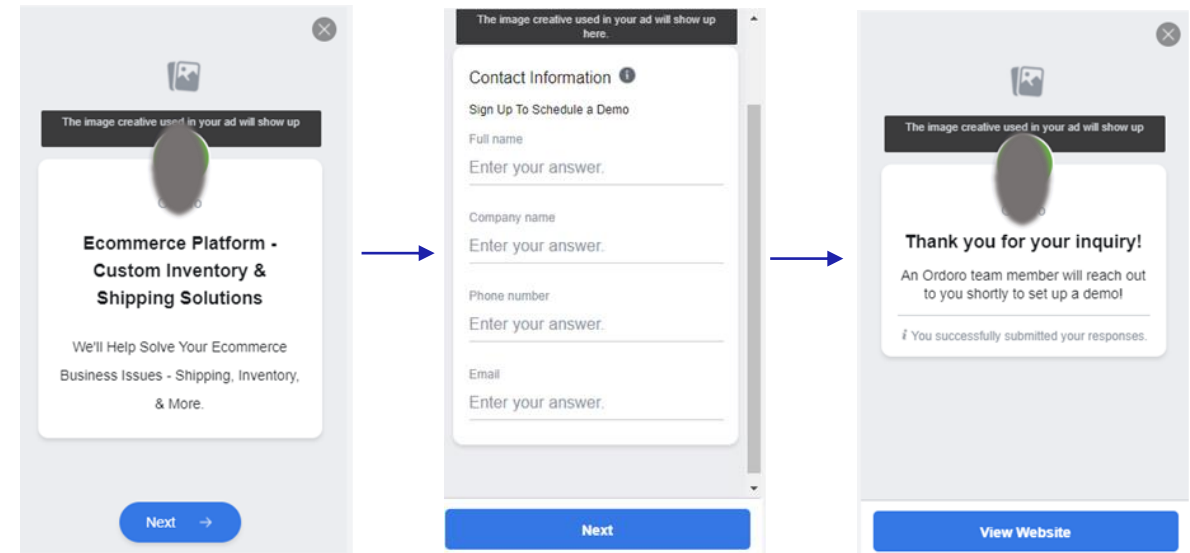
## Business Challenges

- Highly competitive market
- Lack of historical marketing activities

## (un)Common Approach to Paid Social

- Multi channel testing – Search, Display, & Social
  - Lead generation campaign type in social
- Highly segmented audience structure
  - Combination of high reach and high intent users

## (un)Common Results



## Leads & CPL Month-Over-Month

