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 -95% Leads -95% Cost/Lead +200% MQLs



