



# CASE STUDY Online Advertising

Brand: SJC Financial

How our team achieved **723 Quality Leads** in 2022.



## Online Advertising Approach for Financial

SJC Financial had no prior digital presence before beginning with Boost Marketing. Our team worked to identify company goals, specializations, and competitors. After consulting with the team at SJC Financial, more independent market research was conducted and Boost Marketing analyzed the most efficient methods and platforms to push the SJC Financial brand to new heights. With our recommendation SJC Financial began with Google Pay Per Click advertising with future plans to expand to Facebook, Instagram and LinkedIn advertising.

## GOOGLE STRATEGY

### Industry Trends & Ad Construction

With the use of Boost Marketing's tools and techniques, we were able to develop highly effective advertisements that saw fast results.

### Audience and Bid Modifiers

Performed rigorous market research to target the most appropriate demographics, locations, and activity time frames. This research minimized ad spend and cost per conversion.

### Display Retargetting Campaigns

Implemented responsive display ads and regular display ads, which retargetted new and returning users to the website. Leading to healthy lead generation.

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Conversion rate	Campaign type	Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Conver	Cost / conv.	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	[REDACTED]	3%	Search	170	4,381	3.88%	CA\$4.64	[REDACTED]	34.49	CA\$22.89	20.29%
<input type="checkbox"/>	<input checked="" type="radio"/>	[REDACTED]	4%	Search	272	5,081	5.35%	CA\$2.89	[REDACTED]	27.10	CA\$28.97	9.96%
<input type="checkbox"/>	<input checked="" type="radio"/>	[REDACTED]	4%	Search	175	6,229	2.81%	CA\$4.22	[REDACTED]	26.00	CA\$28.41	14.86%
<input type="checkbox"/>	<input checked="" type="radio"/>	[REDACTED]	8%	Search	109	4,930	2.21%	CA\$3.78	[REDACTED]	14.00	CA\$29.43	12.84%

# Landing Page Solutions

Boost Marketing worked closely with the SJC Financial founder to develop one of the industry's smoothest and most intuitive websites. The website has been designed to compete with AAA financial institutions and was built with zero compromises.

In 2022 the website has shown extremely strong analytics and performance. SJC Financial has also seen a healthy flow of leads through the website since its launch.

The website boasts a \$30.00 cost per lead average in an industry, which has a \$79.00 cost per lead average.

# Google Ad Results Post Launch

Once initial set-up was complete, we began testing and adjusting the live ads. After the standard 90-day mark, Boost Marketing was able to deliver 2+ leads per day at industry leading cost per lead metrics.

# Relying on the Data

We rely heavily on Google Analytics and other data analysis tools to build web and advertising success. We take no action without referring to the data first and that is why all our clients have seen positive results. Below are some key stats for SJC Financial lead generation and growth for 2022.

# 2022 Ad Performance

723

Total Conversions



**\$3.42 CPC**

35% lower than the industry average \$516.

158k

Impressions



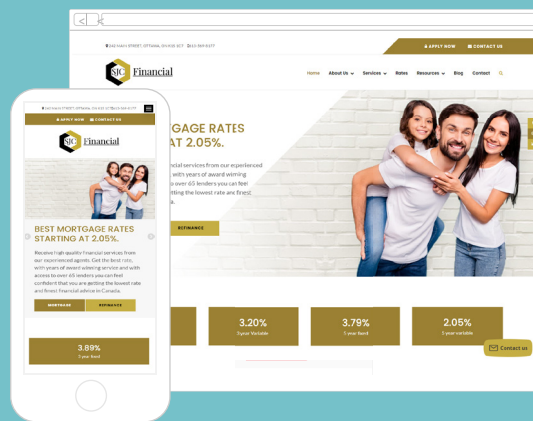
**\$31.49 Cost/Conv**

50% lower than the industry average of \$79.00 Cost/Conv.

11.73%

Conversion Rate

# Visit Website

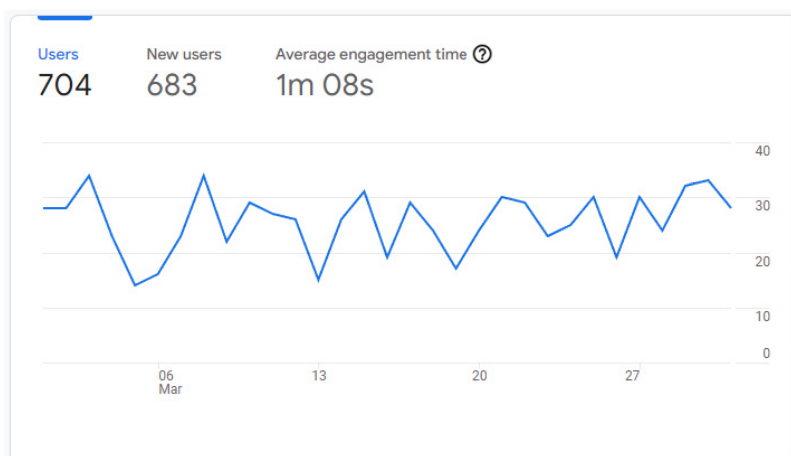


# Google Analytics Monthly Snapshot

The website saw a very healthy flow of users based on marketing spend and live campaigns, drawing in 704 unique users in March 2022.

The Engagement time on the website was an outstanding 1m 08s. Meaning that nearly every visitor found the content to resonate with their needs.

Paid search and organic search engine optimization efforts proved to be effective, accounting for the majority of web traffic month-month.



Session default channel group	Sessions
Paid Search	389
Organic Search	209
Direct	128
Unassigned	94
Organic Social	74
Referral	1

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