



Case Study: Mortgage/Finance (PPC - Google Ads)

RB Creative Digital partnered with a **mortgage broker client**, delivering significant improvements in their digital marketing strategy. By leveraging advanced techniques and strategic optimizations, we achieved the following in the first 12 months just on Google Ads:

- **Cost per Lead:** Reduced from **£184** to **£56.43**
- **Total Ad Spend:** Decreased from **£112K** to **£90.4K10**
- **Number of Conversions:** Increased from 609 to 1,602

- year 1 already tripled leads and saved the company £22k just in google ads
- our agency fee was significantly smaller as well - year one approx £3k/month for PPC
- SEO has doubled in first year, and by year 3 has tripled
- leads amount from about 50 a month we had days with 50 leads.
- highest month has brought in £1b worth of leads value, more than the total amount of some previous years.



Lead funnel: Total conversions through your entire lead funnel

Measure conversions: Select the action that you'd like to track

Video ads: [Video ad details]



Some context and Important Points

Note that mortgage lead price can vary based on type of mortgages you want are going after, our client was looking for mortgage with high loan amount 500k and up.

The overall total number of leads has increased on all channels but for this case study we are looking at the PPC (Google Ads).

largemortgageloans.com

How the super-rich buy their homes

Step inside a world of private banks, billionaires' trade fairs, zero deposit mortgages and multiple loans that extend to hundreds of millions





Initial Analysis

Starting Metrics (1 year data):

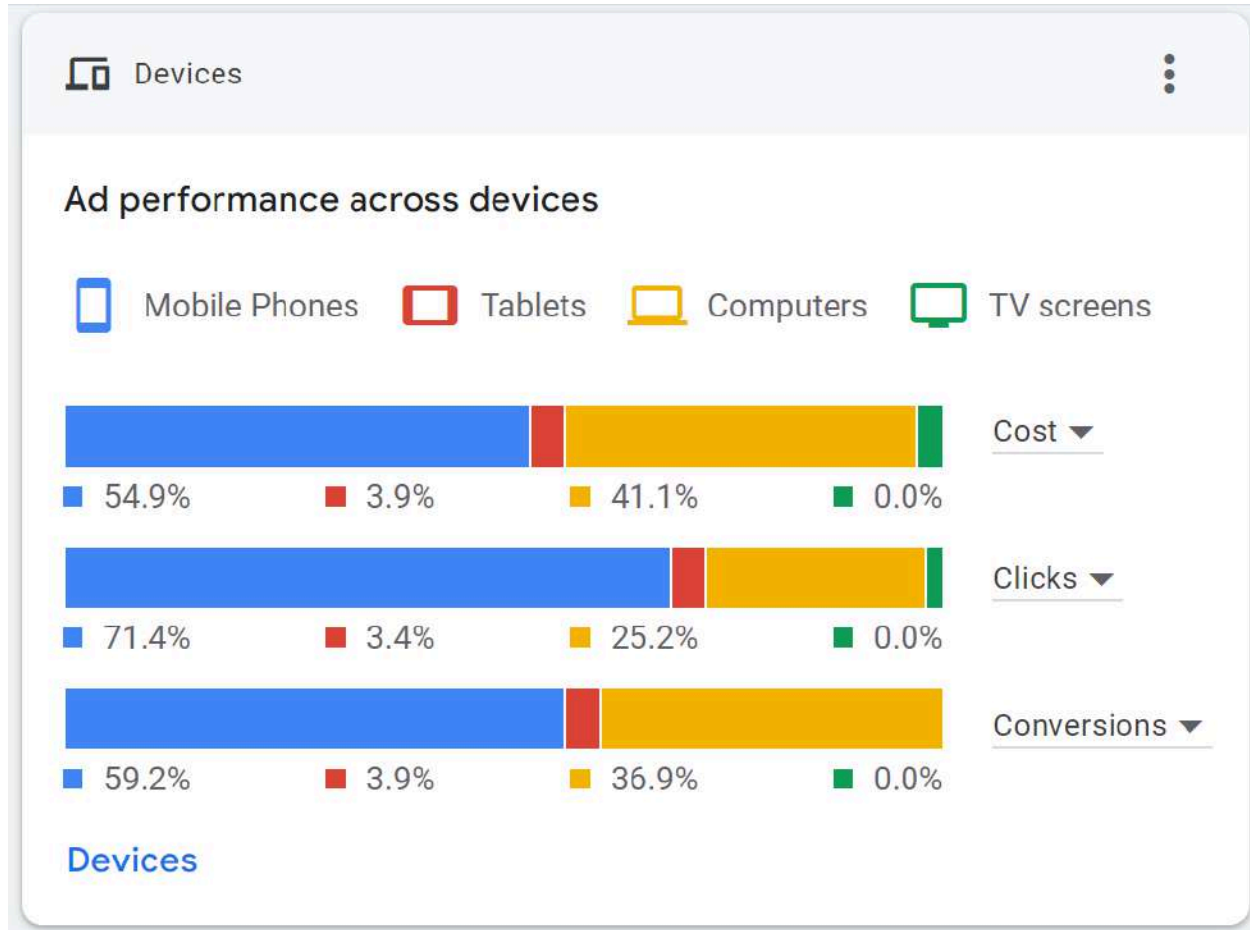
- **Clicks:** 67.2K
- **Avg. CPC:** £1.67
- **Cost per conversion:** £184
- **Total Cost:** £112K

Conversions:

- Total conversions = Total Cost / Cost per conversion = £112K / £184 ≈ 609

Strategic Changes Implemented

1. **Server Upgrade:**
 - Upgraded the server to enhance performance, ensuring faster data processing and better ad delivery.
2. **Landing Page Optimization (CRO):**
 - Optimized landing pages for higher conversion rates.
3. **Mobile Traffic Optimization:**
 - Ensured the website was fully optimized for mobile traffic.



4. Website Speed Improvement:

- Increased website speed to 90+ on performance metrics.

5. Enhanced Look and Feel:

- Improved the overall look, feel, and brand recognition of the website.

6. Content Expansion:

- Added 100 new articles and entry pages to drive traffic and improve SEO.

7. Remarketing Campaigns:

- Introduced remarketing to re-engage users who previously interacted with the website, improving conversion rates.

8. Video Ads Integration:

- Launched video ad campaigns to diversify channels and capture audience attention with engaging content.

Results Achieved

New Metrics (1 Jan 2020 - 1 Jan 2021):



- **Clicks:** 82.5K
- **Avg. CPC:** £1.10
- **Cost per conversion:** £56.43
- **Total Cost:** £90.4K

Conversions:

- Total conversions = Total Cost / Cost per conversion = £90.4K / £56.43 ≈ 1,602

Key Improvements:

- **Cost per Lead:** Reduced from £184 to £56.43
- **Total Ad Spend:** Decreased from £112K to £90.4K
- **Number of Conversions:** Increased from 609 to 1,602

Detailed Analysis

Conversion Funnel:

- Enhanced lead funnel, leading to more qualified and converted leads.

Demographic Insights:

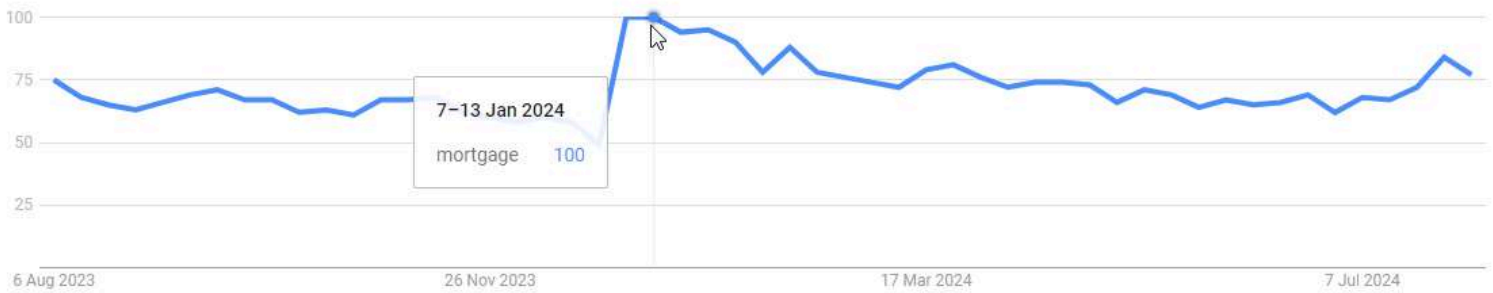
- Analyzed demographic data to fine-tune targeting, reaching the most relevant audience segments including zip code targeting.

Trends and tools:

Analyze trends and data to optimize budgets monthly before the competition. Not running a flat budget month by month helped us stay ahead of the competition.



Interest over time ?



Interest by sub-region ?

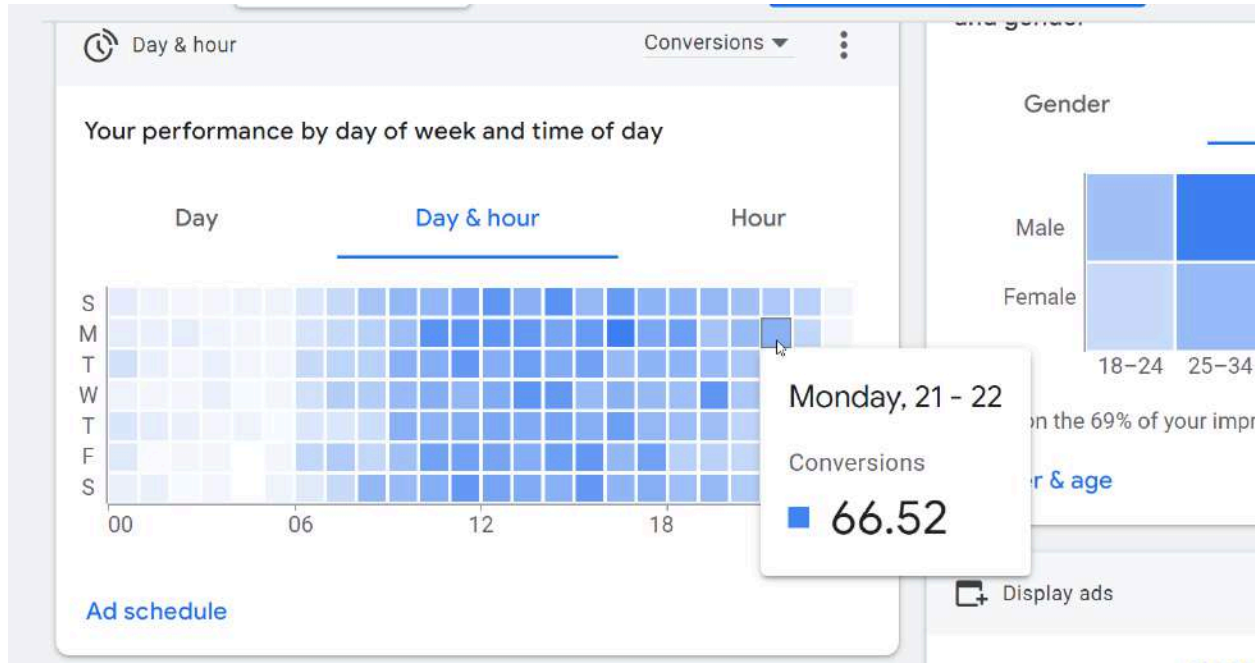
Sub-region ▼



1	England	100	<div style="width: 100%;"></div>
2	Wales	95	<div style="width: 95%;"></div>
3	Scotland	94	<div style="width: 94%;"></div>
4	Northern Ireland	93	<div style="width: 93%;"></div>

Performance by Day & Hour:

- Optimized ad schedules based on performance insights to maximize ROI which we would adjust on a monthly basis based on the search volume and trends - This is done to maximize smaller budgets.



Device Performance:

- Ensured ads were optimized across devices, with significant engagement from mobile users.

Keyword Performance:

- Focused on high-performing keywords such as "mortgage calculator" and "commercial mortgage."

Ad Formats:

- Utilized a mix of display ads and video ads to engage audiences across platforms.

Conclusion

By implementing a comprehensive digital marketing strategy and leveraging advanced technologies, RB Creative Digital significantly improved the client's advertising efficiency and effectiveness. The successful reduction in cost per lead, coupled with increased lead volume and diversified marketing channels, underscores our commitment to delivering exceptional results for our clients. Additionally, SEO efforts resulted in a 115% increase in organic and direct traffic.



RB Creative Digital

We design marketing campaigns that work today. Get in touch and let's see how we can disrupt your industry.

www.radubalas.com

Interested in transforming your digital marketing strategy? Contact RB Creative Digital today!