

sba loans case study

8 Month Performance Review



challenge Help Small Business Owners Find Premier Loan Opportunities

Building community through SBA Loans.

solution Accessible Messaging with Proven Tactics

Our team targeted small business owners with FLA-compliant messaging in Paid Search, Meta, Doppio® Display, Retargeting and Connected TV.

This generated 22,400+ unique pageviews with 2,791 conversions (online application, form fills and calls) at a cost-per-lead less than \$22.

To put how impressive that CPL is into perspective, the industry benchmark CPL sits at \$84.10.

Through our strategy.performance.results mindset, we generated 410% more leads for the client and a 13% conversion rate at less cost than industry competitors.

\$84.10

2023 Finance Industry Performance Benchmarks (Google) Cost-Per-Lead

22,400+
UNIQUE PAGEVIEWS

2,791
CONVERSIONS*

<\$22
COST-PER-LEAD

13%
CONVERSION RATE

4.17% Industry Average (Google)

95% of all online conversions came from mhp.si

We help smart banks win in the attention economy.

410% More Leads. Less Cost.