



<https://www.sterlingcommercialcredit.com/>

**64 leads generated at  
\$52.52 CPL  
ROI 762% - 2,285%**

Client: Sterling Commercial Credit

Niche: Business Financing

Service: Google Ads

Result: 64 leads generated at \$52.52 CPL each

Amount Spent: \$3,362

LTV for closed clients: in the \$30,000 - \$50,000 range

ROI with 1% close rate: 762%

ROI with 2% close rate: 1,523%

ROI with 3% close rate: 2,285%

Date: July 2021 - August 2021

Timeline: 1 Month

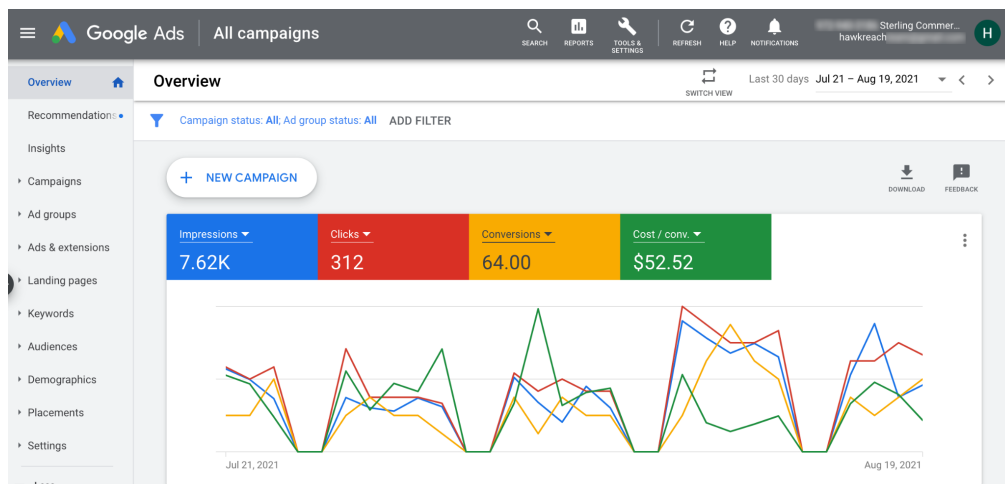
## Context

Sterling Commercial Credit is a business financing company that provides loans to different kinds of mostly B2B businesses. The company is independent from big banks and needs a consistent flow of leads coming to thrive. We were tasked to generate that flow of leads using Google Ads which is a great startpoint for business owners looking for financing for their company. Sterling Commercial Credit wanted to run a US national campaign as they can offer business loans in the whole country.

## Strategy

The industry of business loans is dominated by major financial institutions like the top US banks, Chase, Citi, Bank Of America, or large business lenders like LendingTree, SnapCap, FundBox, BusinessLoans.com. These companies have access to large amounts of capital which drive high cost per clicks (CPCs) on the Google Search network. In order to compete with these well funded major players we carried out an extensive keyword research. We ended up targeting more than 750 business loans related keywords. We divided these keywords in multiple ad groups that correspond to different types of specialized business loans like invoice factoring or asset-based lending and created specialized ads for each ad group. Additionally we devised a large list of negative keywords to prevent irrelevant clicks.

## Campaign Results



Above you can see the results for this campaign. It was a very successful campaign. We started the campaign with a cost per lead of \$92.12. After 3 months of optimization we have been able to almost half the cost per lead to \$52.52. Given the allocated budget we generated 64 leads during this time period. This is the result of extensive optimizations on the campaign coming from fine tuning the bids for the keywords, keeping a close eye on the search terms that triggered the ads and blacklisting irrelevant ones. Because there is a large volume on Google Search for this vertical, we were also able to adjust drastically our bids for different states and time schedules of the week. All in all this allowed to almost cut in half the cost per lead and achieve a fantastic \$52.52 CPL whereas the LTV for closed clients is in the \$30,000-\$50,000 range.

- **Result: 64 leads generated at \$52.52 CPL each**
- **LTV for closed clients: in the \$30,000-\$50,000 range**
- ROI with 1% close rate: 762%
- **ROI with 2% close rate: 1,523%**
- ROI with 3% close rate: 2,285%