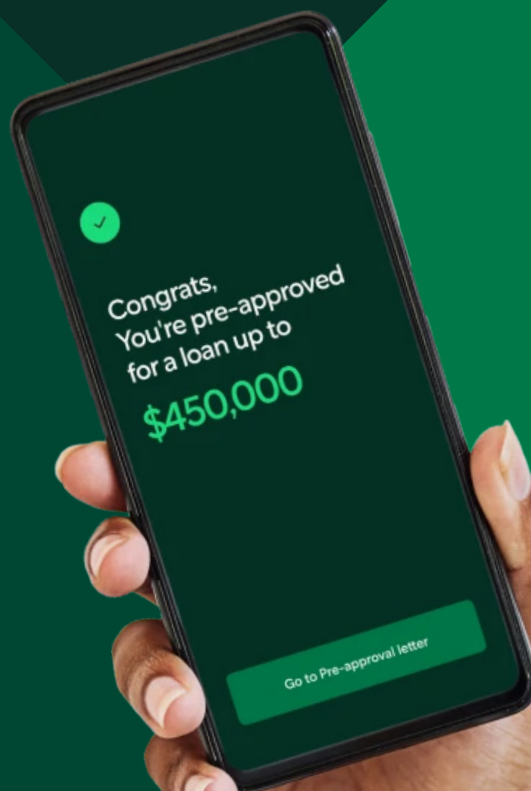


CASE STUDY



# 3x lead volume with a decrease in CPL for Mortgage Lender



## The challenge

With aggressive growth goals and a lean internal marketing team, the client needed a partner to who could integrate with their existing team to provide strategic guidance as well as drive results to scale efficiently.

## The Process

We are particularly proud of tripling the lead volume for their HELOC product while maintaining ad performance efficiency.

On the Meta side, we scaled HELOC completed application volume while significantly improving cost per application efficiency. The key was aggressive creative concepts and variant testing combined with campaign and ad set optimizations.

For Google Ads, HELOC completed applications volume grew even more while remaining within the target CPA. This was achieved through ongoing campaign optimization as well as calculated campaign diversification, like starting with Search, and then adding display and YouTube. There is still plenty of opportunity to continue to efficiently scale these campaigns to match the growth needs of the business.



**The proof is in  
the numbers:**

**3x**

applications with  
Meta Ads

**4x**

applications with  
Google Ads

# The Results

## Meta Performance Overview: HELOC

Achieved a 3x increase in completed applications through Meta ads in February, while reducing the cost per lead by over \$80 and significantly improving down-funnel conversion metrics in May, balancing app volume with CPA efficiency in the following months.

## Google Ads Performance Overview: HELOC

Scaled HELOC application volume by over 4x since November through Google Ads campaigns, while consistently maintaining target CPA.



WMX has been phenomenal. They continuously check in throughout the month to ensure we are on track with our budgets. They are also phenomenal at sharing when we have opportunities to grow/expand efficiently knowing our lofty goals as a company this year.

**Briana Hovington**  
Growth Acquisition Lead

## What about you?

At WebMechanix, we excel at turning traffic into tangible results. Whether you're looking to increase lead volume or optimize ad spend, our expert team is ready to help you achieve your goals. Contact us today to take your digital marketing to the next level.

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